PERIODICAL DEPT.

CHICAGO
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First Copy

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

NEW YORK
330 WEST FORTY-SECOND ST. BR. 9-6432

Entered as second-class matter Jan. 9, 1932 at the postoffice at Chicago, Ill., under the act of March 3, 1879.

Vol. 8, No. 29 | July 19, 1937 | 5 Cents a Copy, $1 a Year

PUBLIC LIBRARY
JUL 1 1937
DETROIT

Rough Proofs

Twenty Grand broadcasts that the price is so low because of lack of advertising. The announcer should be asked to explain that he is donating his services.

▼ ▼ ▼

Advertisers who tell the customers to save money by buying non-advertised goods are only slightly embarrassed by the necessity of using advertising to explain this remarkable advantage.

▼ ▼ ▼

The advertising division of the Lydia E. Pinkham medicine business seems to have won the final legal decision. This is a great victory for right, for justice and for ladies who refuse to suffer in silence.

▼ ▼ ▼

With Standard Oil of Indiana repelling the uncousinly invasion of Standard Oil of New Jersey, S. O. may ultimately come to mean also, "Stay Out."

▼ ▼ ▼

Saratoga is planning to advertise its great race meeting next month, but unfortunately it will not be able to assure the public that there are mutuel advantages.

▼ ▼ ▼

All the Tea Bureau needs to make its million-dollar campaign a huge success is to get some beautiful and charming athlete like Eleanor Holm to explain that really she did it all on iced tea.

▼ ▼ ▼

Maybe the agency for the Tea Bureau could persuade that whisky advertiser to let it feature the justly popular slogan, "Think before you drink."

▼ ▼ ▼

Campbell Soup will have the advantage of the services of Amos 'n' Andy in 1938, but the boys will still be working successfully in the oral cavity.

▼ ▼ ▼

Having done pretty well putting Pepsodent tooth-paste and antiseptic in everybody's mouth, Amos 'n' Andy no doubt feel that it is time to start investigating the possibilities of the alimentary tract.

▼ ▼ ▼

Amos 'n' Andy have managed to garner a few giggles as they have pursued the even tenor of their Pepsodent way for the past eight years, but from here on in they are going to work harder for belly-laughs.

▼ ▼ ▼

Stores which miss the pre-Patman advertising allowances are now planning to sell displays and space in their house organs, proving there's more than one way to kill a cat.

▼ ▼ ▼

Hickok is interested in stimulating the use of costume jewelry for men. Rough Proofs timidly suggests that in this hot weather jewelry should make the perfect costume.

▼ ▼ ▼

Field's points out that you just have to use emotional copy in describing a hostess gown or a misty negligee. And you can get just as emotional if they are worn by the wrong women.

▼ ▼ ▼

Exide has been demonstrating nature's storage battery with an electric eel. Looks as if Edison went to a lot of unnecessary trouble.

COPY CUB.

DAHLBERG URGES MORE STRESS ON 'BASIC BUYING'

Sees Advertising As Dictator Preventive in U. S.

Chicago, July 15.—Advertising is the benevolent force which makes a dictatorship impossible in the United States.

With this statement, Bror G. Dahlberg, president, Celotex Corporation, today summarized in an interview with ADVERTISING AGE impressions gained in a quick dash through England, France, Austria, Germany, Sweden, Denmark and Holland, and the need to induce consumers in this country to buy more fundamentals. Mr. Dahlberg arrived in Chicago Saturday after a return trip from England on its pride of the seas, the Queen Mary.

The Celotex president expressed his entire marketing philosophy in the slogan, "Give me people who want things."

Create Slumless Cities

Americans, he pointed out, have been educated by advertising to "want things." From his viewpoint as head of a company engaged in the manufacture and sale of building materials, they want so many things that their values are frequently scrambled and they buy the less desirable and fundamental things first, leaving for later consideration such basic purchases as comfortable homes.

Not so in countries where the life and existence of a nation has become dependent upon improved health and living conditions.

In all the countries visited, Mr. Dahlberg's first request was: "Take

(Continued on Page 27)

Dubble Bubble Chewing Gum Crashes Post

Philadelphia, July 15.—Using arguments adduced by some manufacturers of dental cream and throwing in a few of its own, Frank H. Fleer Corporation will add the July 24 issue of The *Saturday Evening Post* to the newspapers hitherto employed for Dubble Bubble chewing gum.

Initial copy in the *Post*, occupying one column, will bring parents the welcome tidings that "Jimmie's stopped biting his fingernails," and that "There's a fact, a fortune and a colored comic in each wrapper." The superfluous advice is given to "remind Mother and Dad to give you five cents for 5 pieces."

Aitkin-Kynett Company, Philadelphia, handles the account, Shepherd Knapp being account executive.

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Multiple Contest Entries Are Barred by Post Office

BASICS' CHAMPION

Back from a dash through Europe, Bror G. Dahlberg, Celotex Corporation president, cites a need in this country to induce consumers to make more basic purchases.

TEA AND COFFEE SELLING WARMED WITH ICED COPY

New York, July 15.—A new wrinkle in summer beverage advertising — "temperature control" — has been developed by the Tea Bureau of the United States as a number of tea and coffee advertisers expanded advertising in a new bid to inspire consumption in the usually slow summer months.

The Tea Bureau, which absorbed the Tea Market Expansion Bureau as reported in ADVERTISING AGE of July 12, has geared special quantities of iced tea newspaper copy in key cities where it is automatically released when the temperature reaches specified levels. This system does not

(Continued on Page 27)

Atlantic Signs 65 Stations for Football Games

Philadelphia, July 15.—Atlantic Refining Company has purchased time on 65 stations for intercollegiate football broadcasts next fall, Joseph R. Rollins, advertising manager, said today. Each station will broadcast from 8 to 11 games. Final arrangements with the colleges concerned will be completed in the near future. N. W. Ayer & Son, Inc., is in charge.

Fourteen states are represented in the list of radio stations signed, with the most complete coverage being assigned to the home state of Pennsylvania. Fans of this state will be able to get their football games over WCBA, Allentown; WFBG, Altoona; WEST, Easton; WLEU, Erie; WHP, Harrisburg; WGAL, Lancaster; WIP, WCAU and KYW, Philadelphia; KDKA, WCAE and WWSW, Pittsburgh; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WORK, York.

New York stations also will be used extensively by Atlantic Refining, the schedule including WOKO, Albany; WNBF, Binghamton; WBEN and WGR, Buffalo; WESG, Elmira; WHAM and WHEC, Rochester; WFBL and WSYR, Syracuse; WIBX, Utica.

Other stations on the list are WDRC and WTIC, Hartford, Conn.; WDEL, Wilmington; WRUF, Gainesville, Fla.; WJAX, Jacksonville, and WIOD, Miami; WSB, Atlanta; WTFI, Athens, WRDW, Augusta, and WTOC, Savannah; WBAL, Baltimore and WTBO, Cumberland; WEEI, WBZ and WBZA, Boston; WORC and WTAG, Worcester and WMAS, Springfield; WPG, Atlantic City, and WOR, Newark; WBT, Charlotte, N. C., and WDNC, Durham; WADC, Akron, O., WHBC, Canton, WHK, Cleveland, WHKC, Columbus and WKBN, Youngstown; WPRO and WJAR, Providence; WFBC, Greenville, S. C., and these Virginia stations: WCHV, Charlottesville; WBTM, Danville; WSVA, Harrisonburg, WLVA, Lynchburg; WGH, Newport News; WRVA, Richmond; and WDBJ, Roanoke.

CHANCE ELEMENT HIT IN RULING BY WASHINGTON

New York Post Contest Reveals Attitude

New York, July 15.—Contest rules permitting contestants to submit more than one set of solutions are not only frowned on by the Post Office Department, but will actually be forbidden hereafter, a new contest announced today by the *New York Post* reveals. Advance information on the new attitude of the Post Office Department was reported in ADVERTISING AGE of June 21.

In the *New York Post* contest, involving a $15,000 puzzle picture competition, contestants will be limited to one set of solutions. This feature was emphasized by the evening newspaper's announcement. Added significance is the fact that Publishers Service Company, contest organization which conducted the recent, controversial Old Gold contest, is owned by J. David Stern, *Post* publisher.

Reasoning of Department

The Post Office Department has long been annoyed by the general practice of advertisers using contests to permit entrants to send as many answers as they wished, providing the usual proof of purchase accompanied the solutions. To permit contestants to hedge in this manner, according to Post Office officials, is to remove the contest from the classification of "skill" to that of "chance."

If the contest is not essentially a guessing game, according to these executives, there can be only one correct answer. Therefore each entrant should be limited to a single response.

The average number of those filing multiple answers in any contest depends on many factors, including the size of the potential reward and the nature of the product. The advertising manager of a food products company reported that many contestants in a menu competition entered eight or 10 suggestions. Such a contest, however, he pointed out, would be the type to encourage multiple entries, since every housewife has a number of pet recipes.

New Ruling Coming?

The Old Gold contest is believed to have ranked high in the number of entrants who tried to fill the gaps in their defenses by submitting more than one set of solutions. As a result, the number of perfect answers ran unusually high — "more than 1,000," according to P. Lorillard's newspaper copy, and 40,000, according to the Bureau of Advertising, American Newspaper Publishers Association.

It is believed by many students of contests that the Post Office Department will also prohibit contests containing a "tie-breaking" clause.

One advertising man who has specialized in puzzles said that the new

Last Minute News Flashes

Boscow Named Nash Advertising Director

Kenosha, Wis., July 16.—A. R. Boscow, veteran in automotive advertising and sales and most recently with *The American Weekly's* Chicago office, today was appointed director of advertising and merchandising of the Nash Division of Nash-Kelvinator Corporation.

Kelly, Nason & Winsten Gets N. Y. Tourist Account

Albany, N. Y., July 16.—Kelly, Nason & Winsten, New York, today was appointed advertising counsel for New York State tourist attractions. The 1937-38 appropriation is $150,000. Batten, Barton, Durstine & Osborn was counsel the last two years.

Appropriation of RKO Pictures Is $1,500,000

New York, July 16.—Tripling last year's budget, an advertising appropriation of $1,500,000 for RKO Radio Pictures, Inc., for the coming year, with media to be determined by the nature of each film to be exploited, was announced today. A national outdoor campaign coincidentally was released for "The Toast of New York," which makes its premier Aug. 1.

B. V. D. Plans Its First Fall Campaign

New York, July 16.—Additions to its line have inspired the first fall campaign in the 25-year history of B. V. D. Company. Ruggers Leisure shirts and a new method of shrinking knit goods will be featured in fall copy being prepared by Pedlar & Ryan.

series represents an impossible task. He predicted that Old Gold will end up without breaking the tie, unless it awards the first prize to the person coming closest to solving the new puzzles.

The *New York Post* has introduced another innovation in the form of a "verification" for each puzzle solution. Included with each cartoon is an inset representing the actual picture of the person whose name is the correct solution of the puzzle. The picture inset is not intended as an aid in solving the puzzle, the *Post* pointed out, inasmuch as many of the faces shown will not be recognized by participants. "But after you have solved the puzzle," contestants were told, "you can use various methods of verifying your solution and you can at all times be positive that one and only one solution is possible."

First prize in the contest, which will comprise 72 puzzles, will be $10,000, with second prize of $2,000, third prize of $1,000, and 97 additional awards to make a grand total of $15,000. Previous contests conducted by the *Post* during the past three years resulted in payment of $159,900 to more than 2,200 winners.

Semones Joins Lane

Arthur M. Semones, former Henri, Hurst & McDonald account executive, has been appointed vice-president in charge of sales and advertising of Lane Company, Chicago.

HE DID SAY 10

Martin's VVO "Did he say 8? No. He said 10!" cartoon copy series is the center of this conference among Otto Soglow (left), cartoonist; C. H. Clark, art director, and E. M. Lagron, account executive of Gardner Advertising Company, and J. H. Owen, McKesson & Robbins vice-president.

Wurlitzer Names Buchen

The Rudolph Wurlitzer Company, De Kalb, Ill., maker of pianos, accordians and other musical instruments, has appointed The Buchen Company, Chicago, as advertising counsel, Cyril Farney, manager of the De Kalb division, announced.

Barnette Returns

E. Jeff Barnette has been appointed advertising manager of *The Houston Press*, Houston, Tex., a position he held prior to 1930. He succeeds Harold Hall who has gone to the New York office of Scripps-Howard.

LINEN SUPPLY GROUP PROJECTS CO-OP CAMPAIGN

Plan to Build on Wellington Sears Foundation

New York, July 14.—Wellington Sears Company today disclosed plans for a 60 to 70 per cent Martex towel advertising increase for the ensuing months of 1937 as the Linen Supply Association of America and the Cotton Textile Institute worked to complete a survey expected to result in co-operative promotion of the members' towel and uniform service, pioneered by Wellington Sears.

The manufacturer exploded a bombshell in the industry a year ago with inauguration of a campaign promoting the hitherto virtually unadvertised service. Results were hailed at the association's recent convention and the survey was launched in conjunction with the Cotton Institute looking toward the joint promotional effort.

The association, according to Courtland Smith, of Alley & Richards, agency for Wellington Sears, is expected to spearhead the campaign, building on the foundation laid by the manufacturer and with individual supply houses tying in.

Wellington Sears' initial drive was staged in consumer magazines and business papers. Worked out with a committee of the association, copy emphasized the economy, convenience and greater absorbency of cotton over paper towels and the cleanliness, efficiency and morale-building virtues of uniforms for employes.

Request 65,000 Reprints

Effectiveness of the campaign was measured not alone by any increase in orders accruing to the advertiser, but by the number of reprints of the various advertisements requested by supply houses. These requests ran from 5,000 for an absorbency test advertisement to more than 65,000 for one advertisement which featured uniforms, with towel copy subordinated. The extent of requests for these reprints was considered an indication of how greatly the industry was in need of selling ammunition.

Copious use was also made of copy, prepared by Wellington Sears in mats, but not bearing its name, for use of the individual supply houses. They were distributed by *Linen Supply News* for a small fee.

Extent of increase of Wellington Sears' advertising for Martex towels, Mr. Smith said, will depend upon "the climate and health of business generally," but the projected increase is primarily induced by return of a quality market for the towels, which are sold only in department stores and linen shops at prices ranging from 50 cents to $2.50.

Color for Dish Towels

A feature of the Martex campaign consists of two page color advertisements in mass magazines of Dry-Me-Dry Martex dish towels, said to be the first product of its kind advertised in color and the first to be advertised extensively. These towels are a relatively new product, a combination of cotton, linen and spun rayon worked out by Wellington Sears and du Pont technicians, for which an absorbency 20 times greater than for linen towels is claimed.

Intensification of the regular schedule is planned for Martex bath towels, with copy continuing to feature reproductions of the products by the Bruehl-Bourges process of direct color photography.

SCHEIDT FOLLOWS THE TRAILER FLEET

Seeking to reach the new roving trailer market, Adam Scheidt Brewing Company, Philadelphia, is using this copy in a poster and car card campaign for Valley Forge beer, directed exclusively to trailer travelers. Richard A. Foley Advertising Agency handles the account. Lithography is by McCandlish Lithograph Corporation, Philadelphia.

Fitzgerald New Head of F&E Chicago Office

Clifford L. Fitzgerald, former New Orleans agency head who joined Fletcher & Ellis in May, has been appointed vice-president and director in charge of the Chicago office.

He succeeds Richard Barrett, who will divide his time between the Chicago and New York offices.

T-L-D Named

Popular Brands, Inc., New York, has appointed Tracy-Locke-Dawson, Inc., as advertising counsel. The first product to be promoted will be Pop, dishwashing aid.

Now Watts, Payne

Don Watts-Advertising, Inc., Tulsa agency, has changed its name to Watts, Payne-Advertising, Inc.

General Shaver Plans Are Hit by Injunction

Hartford, Conn., July 12.—Plans of General Shaver Corporation, Bridgeport, to invade the New York market with a new $16 electric shaver, received an abrupt setback last week when a United States District Court here issued a temporary injunction against any merchandising activity.

The plaintiff is Lektro-Shaver Corporation, manufacturer of the Packard electric razor. General Shaver Corporation, a subsidiary of Remington Rand, Inc., had dubbed its new product "Remington Close-Shaver."

The injunction issued by Judge D. J. Thomas was one of the most severe recorded, according to barristers. Apparently in an effort to cut the knot of legal red tape created by suits and counter-suits by a half-dozen manufacturers of electric razors, Judge Thomas issued a document which prevents General Shaver Corporation from manufacturing, distributing or advertising its device until the litigation is settled.

General Shaver advertising plans were in tentative shape, being held in abeyance until manufacturing problems were solved. N. W. Ayer & Son, Inc., is the agency.

PROGRESS SEES SALES OF 100 MILLION IN '37

New York, July 14.—Pointing to the rapid growth of the electric razor industry during the past year as evidence that "the common sense of electric shaving is in the air," Progress Corporation, distributor of the Packard Lektro-Shaver, this week predicted that $100,000,000 worth of electric razors will be sold this year.

Progress' appraisal of the industry's expansion was published in a full page advertisement, entitled "Mornings Become Electric," in August *Esquire*. Since last January, Progress said, the number of electric razor brands has risen from 12 to 25.

74% of Iowa's 6,689 Grocers read The Des Moines Sunday Register
They know their customers read this newspaper also . . . that upon half the goods on their shelves is an invisible tag: "To be bought by a reader of The Des Moines Sunday Register." Here indeed is dealer and customer influence in a rich market* . . . at lowest milline rates in Iowa ($1.76) through the 312,540 circulation of one newspaper.
*Iowans spent over 126 million dollars in 1935 for groceries—(Dept. of Com.)
Iowa
The Des Moines Register and Tribune

Newscolor MAKES MILLIONS

We don't mean millions of dollars. We *do* mean millions of advertising pieces, four-color printed on Newsprint. Newscolor prices are so low that advertisers readily plan in terms of millions.

It doesn't take long, either, when any one of our three rotary presses produces 44,000 copies an hour. All four colors printed at once.

How about a million or two for *your* business?

EXCLUSIVE PRODUCT OF
SHOPPING NEWS
CLEVELAND, OHIO

FORTUNE MEANS BUSINESS

● **To 130,000 Subscribers**
...because they have learned to depend on FORTUNE for accurate, interesting articles on what's important in the world of business.

● **To More Than 2,000,000 Additional Readers**
...because they have learned that FORTUNE is the one magazine to which they can turn for the picture of business as it actually exists.

● **To Some 400 Advertisers**
...because they have learned that by advertising in FORTUNE, they can reach customers who have dollars to spend on homes and families, on offices and businesses. And because they have learned that FORTUNE Readers Read The Ads.

FORTUNE
135 EAST 42ND STREET · NEW YORK

Owens - Illinois Names Director of Advertising

Toledo, O., July 14.—Stanley J. McGiveran, formerly assistant general sales manager of the Glass Container Division of Owens-Illinois Glass Company, has been appointed to the newly-created position of director of advertising for the parent company. The appointment is in line with organization of a parent company structure to co-ordinate planning of advertising and publicity of major Owens-Illinois subsidiaries and divisions.

These include Owens-Illinois Pacific Coast Company, Owens-Illinois Can Company, Libbey Glass Company, Owens-Illinois Industrial and Structural Products Division and the Owens-Illinois Glass Container Division.

The new department will serve also to coordinate marketing policies and stimulate co-operation between the company's several selling units. T. K. Almroth, advertising manager, will work with Mr. McGiveran in the enlarged field.

Curtiss Buys "Times"

Richard P. Curtiss, formerly with the *Democrat and Chronicle*, Rochester, N. Y., is new publisher of the *Times*, Salisbury, Md.

"U. S. News" Issues Historical Brochure

Titled "A New Way to Important People," *The United States News* has issued a brochure weaving a chronology of domestic highlights into the story of the publication's progress.

The period covered starts with January, 1929, and gives concise headline summaries of nationally significant events up to the present.

Gotthelf in New Post

Stephen Gotthelf has been appointed advertising and promotion director of Kevitt Jewelry Company, Buffalo. He was formerly with Conklin Mann Advertising Agency, New York, where he specialized in jewelry accounts.

SOAP MENTION ABANDONED IN FTC AMENDMENT

Washington, D. C., July 15.—With mention of soap eliminated from the cosmetic definition in the Wheeler-Lea amendment to the Federal Trade Commission act, Chairman Lea of the House Interstate and Foreign Commerce Committee today was drafting the report to accompany the bill scheduled for early presentation in the house. Death of Senator Joseph T. Robinson and the customary heat, though, has raised suggestions of hasty adjournment and dimmed passage possibilities of much legislation.

"Cosmetic," as now defined, "includes all substances and preparations intended for cleansing, or altering the appearance of, or promoting the attractiveness of, the person."

The selection of the Federal Trade Commission as the agency to maintain a vigil over advertising copy received the implied benediction of the Chief Executive this week at the dedication of the "apex" building, which will be the future home of the FTC.

"May this permanent home of the Federal Trade Commission," said President Roosevelt, "stand for all time as the symbol of the purpose of the government to insist on a greater application of the Golden Rule to the conduct of corporations and business enterprises in their relation to the body politic.

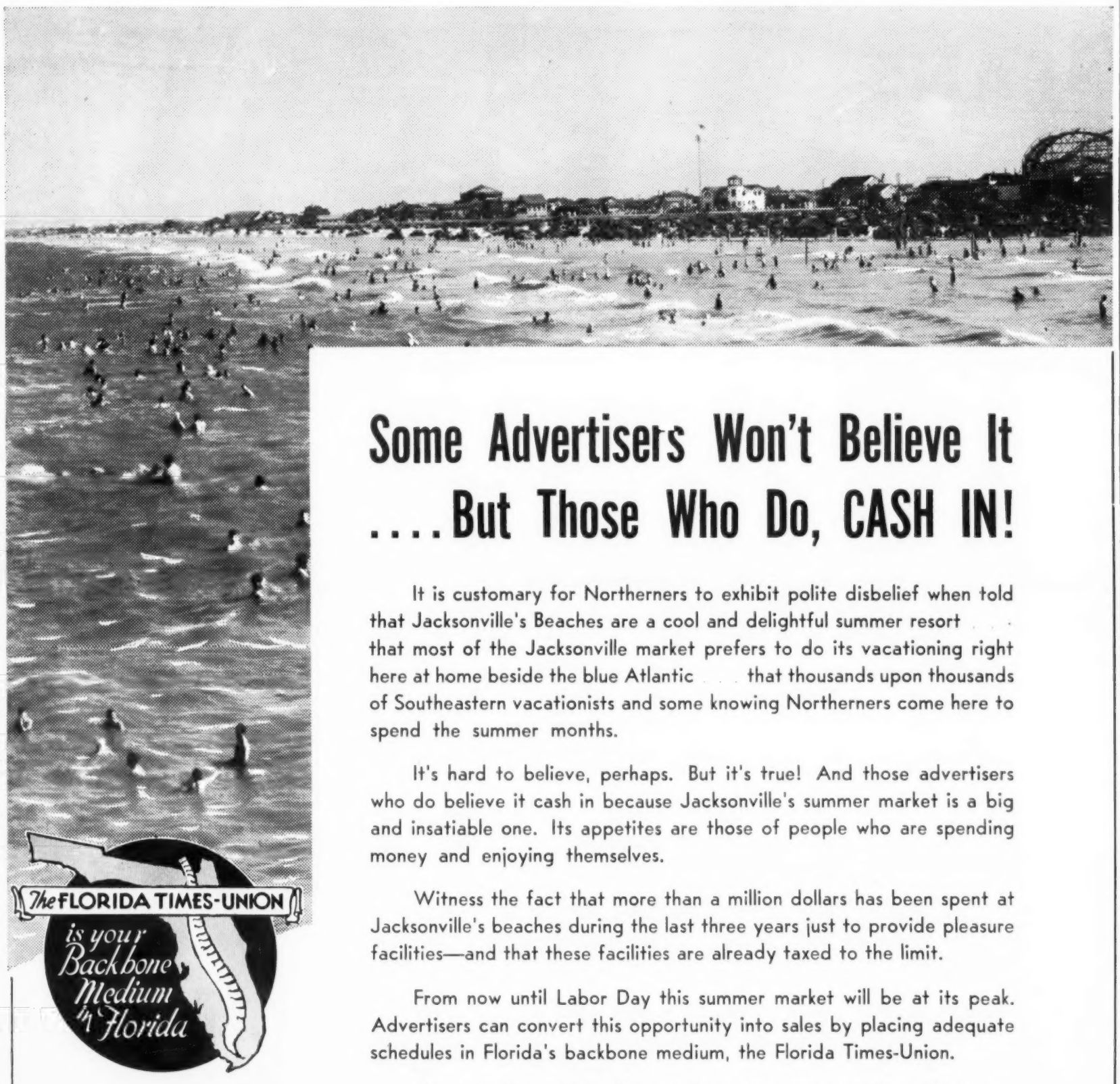
"Undoubtedly, in large measure improvement in business ethics has been helped by the constant play of the light of publicity, growing out of the administration of acts such as the Federal Trade Commission act. But the dangers to the country growing out of monopoly and unfair methods of competition still exist and call for action.

"They make the work of the commission of vital importance in our economic life. We must not be lulled by any false sense of security. Eternal vigilance is the price of opportunity for honest business. It is the price we must pay if business is to be carried on under fair competitive conditions, protected from the practices of the unscrupulous."

The commission, the President continued, was created to prevent rather than merely to punish wrongdoing. It punishes only when its injunctions are violated, he said.

DOUBLE JOB

Artist writes the copy in this new magazine insertion by Webster for General Foods' Post Toasties. The complementary sales story is told in a letter from the artist to "Mr. Frank Smith, the Post Toasties Advertising Man."



Some Advertisers Won't Believe It ....But Those Who Do, CASH IN!

It is customary for Northerners to exhibit polite disbelief when told that Jacksonville's Beaches are a cool and delightful summer resort . . . that most of the Jacksonville market prefers to do its vacationing right here at home beside the blue Atlantic . . . that thousands upon thousands of Southeastern vacationists and some knowing Northerners come here to spend the summer months.

It's hard to believe, perhaps. But it's true! And those advertisers who do believe it cash in because Jacksonville's summer market is a big and insatiable one. Its appetites are those of people who are spending money and enjoying themselves.

Witness the fact that more than a million dollars has been spent at Jacksonville's beaches during the last three years just to provide pleasure facilities—and that these facilities are already taxed to the limit.

From now until Labor Day this summer market will be at its peak. Advertisers can convert this opportunity into sales by placing adequate schedules in Florida's backbone medium, the Florida Times-Union.

The daily Times-Union blankets this urban market with nearly 90 per cent coverage of all literate families. Trading territory coverage is 73 per cent of all literate families. Sunday circulation is even higher. Yet the daily milline rate of $1.96 is one of the nation's 50 lowest; the Sunday milline rate of $2.02 is one of the 42 lowest in the United States.

Circulation Publisher's Statement six months ending March 31, 1937:
Daily—71,257
Sunday—79,131

The Florida Times-Union
LARGEST CIRCULATION IN JACKSONVILLE
Daily — FLORIDA'S LARGEST NEWSPAPER Sunday
Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York Philadelphia Chicago Detroit San Francisco Los Angeles Seattle
GARNER & GRANT, Atlanta, Georgia
MEMBER AUDIT BUREAU OF CIRCULATIONS

Complete Broadcasting Facilities Wired and Transcribed
TRANSAMERICAN BROADCASTING AND TELEVISION CORP.
JOHN L. CLARK, PRESIDENT
NEW YORK 521 Fifth Ave. MUrray Hill 6-2370
HOLLYWOOD 5833 Fernwood Avenue HOllywood 5315
CHICAGO 333 N. Michigan Ave. STate 0366

All children are beautiful

(to their parents)

The author of an advertisement is almost certain to think it's good. He's the father, the advertisement his child. And if he's a person of some authority in his agency, he's likely to find plenty of people who'll agree with him.

Here at Young & Rubicam every advertisement is sieved through many minds. And that includes the work of those in highest authority. Their ideas, too, are honestly criticized by others who have "No" as well as "Yes" in their vocabularies.

Nor do we stop there. Whenever possible, new campaigns are tried out in a small way before they are launched in a big way. And all campaigns, old and new, are regularly checked by our own Copy Research Department (under Dr. George H. Gallup), to make certain they are as appealing to the public as they are to their "parents."

Young & Rubicam, Inc.

ADVERTISING

NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • MONTREAL • TORONTO

Turn Light of Advertising on Insurance Tax

Philadelphia, July 14.—The white light of publicity was turned on a proposal to tax gross assets of mutual life insurance companies today when four of the companies involved took large space in local newspapers to arouse public sentiment against the ordinance.

The measure has passed the city council and requires only the signature of the mayor to become law. A public hearing has been called to discuss the ordinance, however, and it was at this juncture that the companies concerned stepped in.

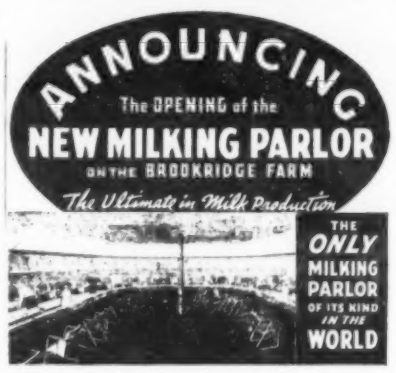
About half of the five-column space was devoted to reprints of four editorials in as many Philadelphia newspapers condemning the proposed tax of 4/10 of 1 per cent.

The copy pointed out that 94 per cent of the companies' policyholders live outside of the city and an overwhelming majority outside of the state. It said that such unfair taxes tend to force established companies to move out of the city, even while the hand of welcome to newcomers is being extended by civic groups.

"The business of a mutual life insurance company can be carried on in any town which has good mail service," the advertisement concluded significantly. "We don't want to move out of Philadelphia. We don't believe the people of Philadelphia want us to go. Do you?"

The copy was signed by Penn Mutual Life Insurance Company, Provident Mutual Life, Fidelity Mutual Life and Presbyterian Ministers Fund.

EDUCATES CONSUMER


ANNOUNCING
The OPENING of the
NEW MILKING PARLOR
ON THE BROOKRIDGE FARM
The Ultimate in Milk Production
THE ONLY MILKING PARLOR OF ITS KIND IN THE WORLD

As a new wrinkle in consumer education, Brookridge Farm Dairy, Denver, is using large space newspaper copy to invite consumers to come to its new milking parlors and see how it's done. Galen Broyles agency is in charge.

ARRANGE EARLY RESUMPTION OF PINKHAM'S COPY

Erwin, Wasey & Co. to Be Only Agency

Boston, July 15.—With the full bench of the Massachusetts Supreme Court handing down a verdict in favor of the plaintiffs, the Pinkham group, Lydia E. Pinkham Medicine Company, Lynn, Mass., today announced plans to renew advertising immediately through Erwin, Wasey & Co., New York. While advertising was divided between this agency and Northeastern Advertising Agency, Lynn, for several months, the arrangement finally broke down and advertising has been at a standstill recently.

With Erwin, Wasey in charge, a definite break with tradition in favor of modernized newspaper copy is expected to be made. The last copy placed by the agency was featured by such provocative heads as "How often can you kiss and make up?" and "You can throw cards in his face once too often." It led into a discussion of how women can maintain their composure and good nature even during the "crucial period" of the month.

Control Real Issue

The apparent issue, revolving on whether an officer of a company possesses the right to contract for advertising, was only a smoke screen in the intra-family battle, according to the decision in the Pinkham case, which upheld the allegation of the plaintiffs that the real objective of Aroline P. Gove and Lydia P. Gove was to gain exclusive control of the company.

"In general, the master's report supports the contentions of the plaintiff," said the decision. "Among the more important findings are these: The defendant, Aroline P. Gove, is an elderly lady. She relies largely upon the decisions of her daughter, the defendant, Lydia P. Gove, who is energetic and dominating.

"Upon the death of her brother in 1925, Lydia P. Gove told the president (Arthur W. Pinkham) that she was going to take charge of the general advertising and purchasing and printing departments. Upon being asked by what authority she replied that she considered that she had inherited these departments from her brother.

Altered Advertising Policy

"She undertook to make radical changes in the advertising, of which the president generally disapproved. This dispute has continued from time to time. In December, 1935, Mr. Pinkham made an advertising contract with Erwin, Wasey & Co. The Goves prevented performance of this contract and consequently advertising is at a standstill.

"The position taken by the Goves in regard to advertising is not based upon their judgment as to what is for the best interests of the corporation as a whole, but is traceable to a desire of acquiring the Pinkham stock.

"Upon the evidence it appears that an expenditure of 80 per cent of the gross sales for advertising cannot be reasonably expected to result in anything but a deficit for the corporation."

The court asserted, "It was within the province of the president, acting as advertising manager of the business, to make reasonable contracts for advertising."

Acted Without Authority

Hence it sustained the contention of the plaintiffs that the Goves were acting without authority when they sent out contracts for advertising, while refusing to pay for any advertising not personally approved by them.

The decision recites that Arthur W. Pinkham was elected president of the company in 1921. He took charge of the business with his two brothers, who are Pinkham directors, and William P. Gove, now deceased. The by-laws of the company provided that the president should perform "the duties usually incident to the office of president, and those required of him by law, by these by-laws, or by vote of the directors."

In June, 1927, when the controversy over advertising arose, the court pointed out, the board of directors adopted a resolution authorizing the president of the company "to exercise general supervision and control over various departments, to hire and discharge employes and to issue such instructions as in his judgment are proper from time to time to carry out policies of the board of directors."

From this, the court deduced that the intention was to give the president general charge of the business as a whole, subject only to the power of directors to give specific directions from time to time or to modify or recall the grant. It affirmed all interlocutory decrees appealed from, while reserving the terms of its final verdict.

ILLUSTRATES USE

A photo-montage of eye-straining activities supplies an effective border for this new Murine window display, designed and lithographed by Forbes Lithograph Company, Boston.

Agency Seeks Big Names for Daytime Radio

Chicago, July 15.—With announcement that Dorothy Gish will assume the lead in "The Couple Next Door," Oxydol program, next Monday, Blackett-Sample-Hummert has adopted the policy of seeking "big names" for daytime hours. The radio production department, under direction of Kirby Hawkes, also today signed May Robson for the daytime program of another client.

The Procter & Gamble program takes the air at 11 a. m., five days a week, on WGN, Chicago, and WLW, Cincinnati. While the audience is regarded as satisfactory, the agency believes that a personality such as Miss Gish can increase its size substantially.

Dorothy Gish was a star of some of the Griffith epics of the silent screen. While she has never appeared in talkies, a pleasing voice carried her to new successes on the stage. Harold Vermilyea, also well known to theater goers, is being imported to play opposite Miss Gish.

Johnson Joins Kirtland-Engel

Henry E. Johnson has returned to the advertising field as space buyer for Kirtland-Engel Company, Chicago. He succeeds Stanley Hamberg, who has joined the Chicago staff of Screenland Unit.

Mr. Johnson was with Williams & Cunnyngham, H. E. Lesan Advertising Company and Caples Company before leaving the advertising field five years ago.

Phoenix Hosiery to Neisser-Meyerhoff

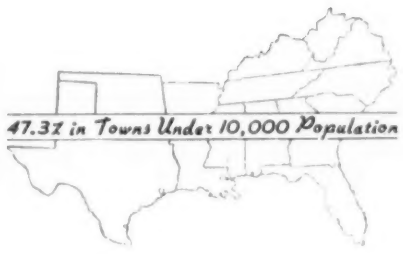
Phoenix Hosiery Company, Milwaukee, has placed its advertising account with Neisser-Meyerhoff, Inc., Chicago.

Walter R. Neisser will be account executive.

The South

A Six Billion Dollar Market

47.3% Rural



With $6,121,047,000 in Total Retail Sales—
the 14 Southern States Produce:

- 18.5% of the Nation's Total Retail Sales
- 28.6% of the Nation's Sales in Towns under 10,000
- 28.9% of the Nation's Sales in Towns under 2,500

Of all retail sales in the South 47.3% are made in towns of less than 10,000 population.

It is in places under 10,000 where farmers of the South—with an annual cash income of nearly two billion dollars—do most of their buying.

This is the market best reached through Progressive Farmer with its more than 940,000 circulation (net paid) in the 14 Southern states. Economy of wide coverage, the influence of 5 separate editions, edited at Raleigh, Birmingham, Memphis and Dallas, and the strong prestige built up in 50 years of constant, loyal service to the people who constitute the big rural market of the South, make Progressive Farmer a most profitable medium for advertisers in this market. For detailed information write or call the Progressive Farmer office nearest you.

Progressive Farmer
and Southern Ruralist

BIRMINGHAM RALEIGH MEMPHIS DALLAS
250 Park Avenue, NEW YORK Daily News Bldg., CHICAGO

"IN THE RURAL SOUTH, IT'S PROGRESSIVE FARMER"

POWER

Another reason why the Macon newspapers are strong in sales pulling-power is that they are strong in editorial power . . . fearless, forceful, independent, and influential. Your advertisement will have power in the

MACON
GEORGIA
TELEGRAPH
and **NEWS**

Representatives:
THE BRANHAM COMPANY

the driving force behind Radio Retailing's leadership –

McGRAW-HILL PUBLISHING COMPANY·INC
McGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

June 23, 1937

OFFICE OF THE PRESIDENT

Mr. O. Fred. Rost, Editor
Radio Retailing
330 West 42nd Street
New York, N. Y.

Dear Fred:

Congratulations on the June issue of "Radio Retailing". I am impressed with the fact that you have succeeded in bringing together in that one issue a wealth of editorial material of the type that must definitely exert a constructive influence on all readers. The factual data and directories included should make that issue a particularly valuable reference book.

In making this comment, I want to repeat once more what I have said to you frequently in our various conferences, namely, that I think of "Radio Retailing" as one of our most valuable publications in that it has a very definite and highly important place in our publishing structure.

"Radio Retailing", supported as it is by the full force of the whole McGraw-Hill organization with its unparalleled facilities, should continue to provide the radio industry with the finest type of publishing service that is possible, keeping always in mind strict observance of accepted standards and ethics in all three branches of publication – editorial, circulation and advertising.

In spite of the discouragements experienced during the depression, we continued to provide the industry with leadership and guidance in full confidence in the future. I continue to consider our franchise in this industry of great value to the company.

I want you to know that I look to you for a continued maintenance of the high standard of acceptance and authority which "Radio Retailing" has registered in the past, while at the same time protecting and constantly broadening the influence of the publication both within its particular field and our own organization.

Cordially yours,
James H. McGraw Jr.
President

MEMO

Thank you Mr. McGraw! I think this will interest everyone in the radio industry. May we publish it?

Fred.
O.K. James H. McGraw Jr.

RADIO RETAILING
A McGraw-Hill Publication
330 W. 42nd St., New York City

Dr. Glenn Frank Made Editor of Rural Progress

Chicago, July 15.—Glenn Frank, who was ousted as president of the University of Wisconsin six months ago, today became president and editor of *Rural Progress*, Chicago farm paper. Dr. Frank assumes his new duties immediately.

Horace C. Levinson, general manager of *Rural Progress*, said that while Dr. Frank will continue to write his syndicated newspaper column, he will have complete charge of editorial policies of the farm publication, and will spend most of his time at its Chicago headquarters. Maurice V. Reynolds continues as publisher of *Rural Progress*.

Dr. Frank is no stranger to the publishing field. He was editor of *Century Magazine* until 1925, when he became president of the University of Wisconsin. That college, incidentally, boasts one of the finest agricultural schools in the country.

Rural Progress was established in 1934 as one of the few controlled circulation papers in the farm field. Published 10 times yearly, it distributes 2,000,000 copies of each issue.

Des Moines Club Elects Paul Zemmer

Paul Zemmer, Armand Company, has been elected president of the Advertising Club of Des Moines for the coming year. Other officers are Joyce Swan, *Register & Tribune*, vice-president, and Jesse Faber, University Avenue Coal Company, secretary.

Board members include Hale Bondurant, Central Broadcasting Company, advisory chairman; A. Ray Maricle, Flynn Dairy Company, house chairman; Emil Warns, Warns Art Service, publicity chairman; Carroll F. Swanson, Ace Mutual Insurance Company, membership chairman, and Dwight S. James, attorney, vigilance chairman.

Stanbrough to Agency

Charles W. Stanbrough has been appointed managing director of the sales promotional service department of Burd & Fletcher Company, Kansas City, Mo.

Issues New Rate Card

The Parents' Magazine, New York, has issued a new rate card effective with its January, 1938, issue. The new circulation guarantee will be 450,000.

McCANN-ERICKSON GIVE PLANS FOR GRUEN CAMPAIGN

Cincinnati, July 12.—A network radio program and expansion of the magazine schedule are the vehicles with which Gruen Watch Company expects to add momentum to already keen demand for the Curvex line, 50 district sales managers were told at the annual convention at the Netherlands-Plaza Hotel last week.

Details of the 1937-38 campaign were presented by Royal M. Alderman, vice-president, McCann-Erickson, Inc., Cleveland, recently appointed Gruen agency. Mr. Alderman was aided in this task by recordings of the voices of Graham MacNamee, who will act as master of ceremonies on the new program, and Joe Rines, whose orchestra will provide the music.

Details of Program

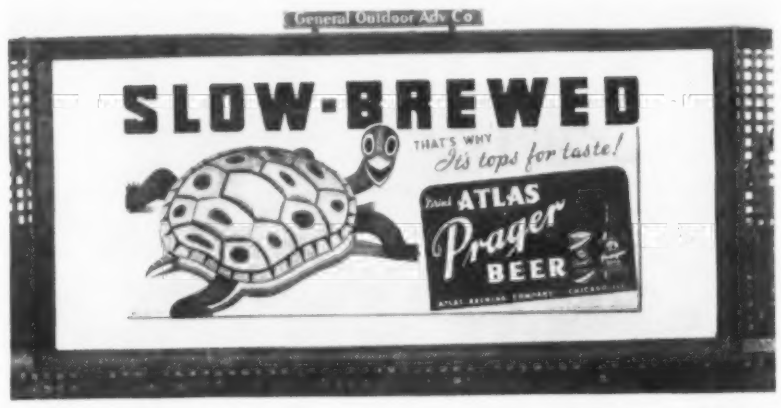
The NBC Red network will carry the program, entitled "The Time of Your Life," featuring Sheila Barrett, impersonator; a new quartet to be known as the "Gruen Timekeepers" and guest singers. The network program will be a 30-minute Sunday offering.

On the magazine list, which will see lavish use of color, are *Elks' Magazine*, *Esquire*, *Harper's Bazaar*, *Life*, *Time*, *The Saturday Evening Post*, *True Story* and *Vogue*.

Steve Hannigan, noted publicitor will be in charge of publicity.

Benjamin F. Katz, Gruen president, reported that an increased 1937 quota has been surpassed by a large margin. The new line of Curvex watches, meeting the contour of the wrist, will melt sales resistance, he asserted.

TORTOISE MAKES TRACKS FOR ATLAS



Half of the personnel in the famed race of the tortoise and the hare is featured in a new poster campaign for Atlas Brewing Company, Chicago, emphasizing the "slow-brewed" theme. Stanley Ekman designed the poster. Henri, Hurst & McDonald, Inc., is the agency.

Burt Cochran Moves To Chicago for Mc-E

Burt Cochran, formerly Pacific Northwest manager of McCann-Erickson, Inc., in Seattle, Wash., has joined the Chicago office of the agency.

Mr. Cochran, associated with the agency for the last 10 years, is returning to his native city, having entered the advertising field here 17 years ago. An active member of the American Association to Advertising Agencies, he was state chapter chairman of the Four A's while in Seattle.

NEA Three-Day Convention to Open July 19

Detroit, July 15.—National advertising, national legislation and the new advisory council plan of help from state association executives and managers will be the principal subjects under discussion at the 52nd annual convention of the National Editorial Association which opens here Monday at the Book-Cadillac Hotel.

Business sessions will be held through Wednesday, and a tour of the state has been arranged for visiting editors and their families July 22-26.

Speakers on the program include E. H. McReynolds, board chairman of the Advertising Federation of America; James G. Stahlman, president, American Newspaper Publishers' Association; H. G. Weaver, director of Customers' Research, General Motors Corporation; John R. Adams, MacManus, John & Adams, Inc., and W. J. Cameron, Ford Motor Company.

Clayton Rand, editor of the *Guide*, Gulfport, Miss., is president of the association.

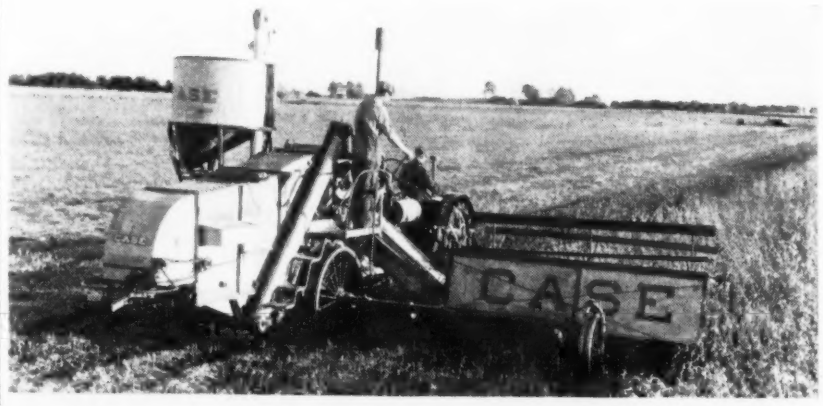
Budweiser
KING OF BOTTLED BEER
ANHEUSER-BUSCH ST. LOUIS
Courtesy Anheuser Busch, Inc., St. Louis—prepared by D'Arcy Advertising Company

Guaranteed OK
STEP OUT! IN A USED CAR
See YOUR CHEVROLET DEALE
CONTINENTAL LITHO. CORP.
Courtesy General Motors Corp.—prepared by Campbell Ewald
THE SEAL OF LITHOGRAPHIC MERIT

THE CONTINENTAL SEAL OF MERIT
INSURES FORCEFUL ACCURATE
REPRODUCTIONS

Continental
LITHOGRAPH CORPORATION
CLEVELAND, OHIO
★
NEW YORK · CHICAGO · DETROIT · PHILADELPHIA · INDIANAPOLIS · PITTSBURGH · SAN FRANCISCO · LOS ANGELES

Sell to MOLINE - ROCK ISLAND
FARM IMPLEMENT CAPITAL
of the World



TAP the 50 Million Dollar Pocketbook of the ROCK ISLAND-MOLINE Market

Dun & Bradstreet's latest survey predicts farm implement sales for 1937 greater by more than 25 per cent than 1936. Orders for the first quarter show increases of from 40 to 200 per cent over the first quarter of 1936.

This means farm implement sales surpassing the 1929 total—greater even than the peak of 1920.

To you as an advertiser this means that Rock Island-Moline, farm implement manufacturing capital of the world, with peak payrolls in money and men, is ripe for a profitable harvest through advertising in the only two newspapers that give complete coverage of the Rock Island-Moline market—WITHOUT DUPLICATION.

A Member of ILLINOIS MARKETS

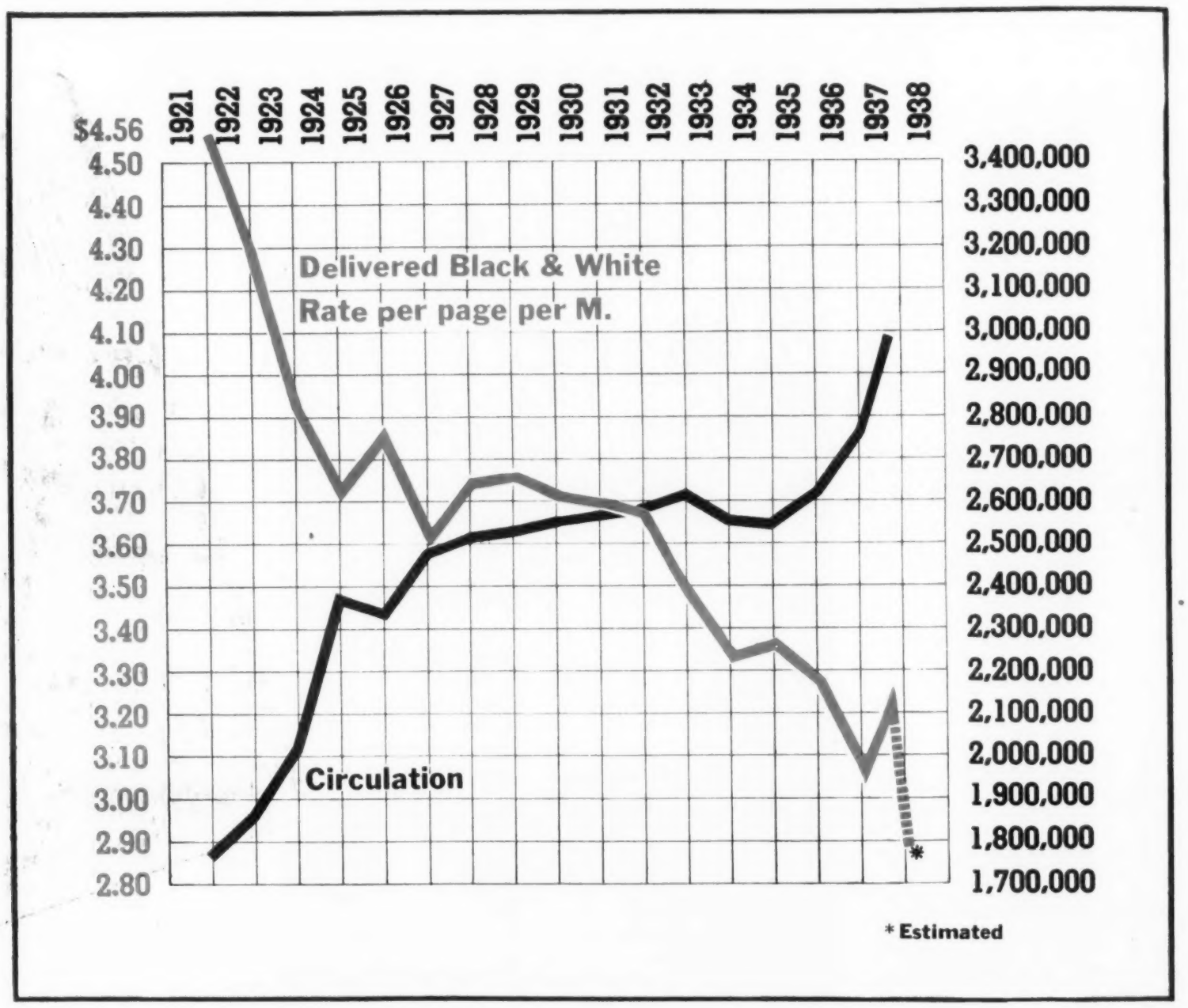
Nat'l Rep. The Allen-Klapp-Frazier Co.—New York, Chicago, Detroit, St. Louis

The ROCK ISLAND ARGUS
The MOLINE DISPATCH

REACHING MORE FOR LESS

Effective with the October issue, the Journal offers a new rate of $8500 (black-and-white page)

Since 1921, the Journal's circulation has INCREASED over 66%, while its rate per page per thousand has DECREASED more than 37%



EDITORIAL COURAGE has attracted to the Journal the largest number of readers in its history—circulation obtained on a full-price, cash-in-advance basis, without clubs, premiums or other artificial inducements. Editorial vitality, size of circulation, page rate and circulation methods combine to make the

Ladies' Home JOURNAL

The Best Buy in the Women's Field

COPY REVIEWS BY DRUG GROUP INCREASED 25%

New Proprietary Officers Project Wider Control

New York, July 15.—Extension of its campaign for accuracy and higher standards in the advertising of drug products was projected this week by The Proprietary Association, following the first meeting of the organization's newly-elected officers and executive committee.

Giving factual emphasis to this plan of extended action, William Y. Preyer, executive vice-president and chairman of the association's advisory committee, revealed an increase of nearly 25 per cent in the last year of the number of manufacturers submitting copy for review.

During the year, he reported, 429 manufacturers followed this procedure against 328 in the preceding year. George H. Miller, secretary-treasurer of the Musterole Company, Cleveland, recently named head of the association to succeed the late Frank Blair, also stressed importance of the organization's advertising control activities.

Consumers Hear Report

Following the meeting, the work performed by the advertising committee was described to consumers by Earle Meyer, executive secretary, who appeared as guest speaker on the Postal Telegraph "Forward America" radio program. Detailing the association's activities, Mr. Meyer said that the proprietary industry was the first to set up a "system of advertising control to make the advertising of proprietary products conform to a code of ethical principles demanding accuracy and good taste."

"Since its organization three years ago," he continued, "this committee has reviewed more than 20,000 pieces of advertising copy, paying special attention to the accuracy of therapeutic claims. This is just one hurdle that proprietary advertising must get over before it reaches the public. It must also meet the requirements of Federal agencies and the censorship restrictions of the media through which it is carried to the reader or listener.

"It is my belief that no industry under the sun has taken greater pains to safeguard its customers than the proprietary industry—first in the scientific controls set up in its manufacturing laboratories and again in the care taken in the labeling and advertising of its product. And I believe, too, that advertising itself is one of the greatest safeguards a consumer has today against inferior and worthless products, for no inferior product will stand up under the intensive publicity and exacting standards of a national advertising campaign."

WWL Names Katz, Shifts Personnel

Station WWL, New Orleans CBS outlet, has appointed the E. Katz Special Advertising Agency, New York, as its national representative.

Henry Dupre has been promoted from special events announcer to director of special events, and Capt. Arthur C. Pritchard has become assistant to Vincent Callahan, recently appointed WWL manager.

Armstrong on Own

Joseph Armstrong has opened his own business at 19 W. 44th street, New York, as idea and merchandising counsel for printers, lithographers, publishers and agencies.

Shows Poster Designs

The American Institute of Graphic Arts is sponsoring the first showing in this country of a collection of poster designs by the Parisian artist Robys at the Architectural League, 115 E. 40th street, New York.

"Gotham Digest" Out

Gotham Digest, a New York magazine for visiting pleasure seekers, will shortly make its appearance as a quarterly in pocket size format. It contemplates advertising in small towns, offering free information and planned programs for those intending to visit New York.

Agency Changes Name

Cramer Tobias Company, New York agency, has changed its name to Cramer-Tobias-Meyer, Inc. George Meyer has become vice-president and Jacques Meyer, secretary.

General Motors Denies Monopoly Charge of F. T. C.

Washington, D. C., July 13.—General Motors Corporation today categorically denied the recent Federal Trade Commission complaint charging the company with monopolistic practices in allegedly forcing distributors to refrain from purchasing accessories from manufacturers other than General Motors.

The company also was charged with equipping automobiles with "extras" not ordered by the dealers but charged to them.

In the corporation's answer, the FTC was urged to carefully re-examine General Motors' dealer contracts.

W & D Expand

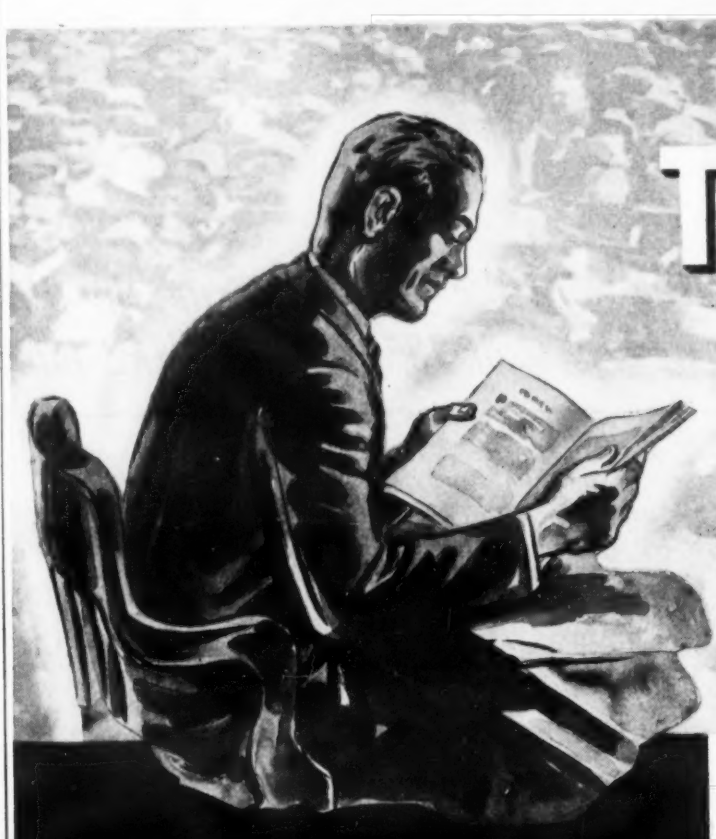
Walker & Downing, Pittsburgh, have moved to larger quarters in the Henry W. Oliver bldg.

Maxon Gets Doughnuts

Doughnut Corporation of America, New York, has named Maxon, Inc., for Mayflower doughnut flour. Magazines and 15 newspapers will be used starting in the fall. Fixt gingerbread mix continues with Joseph Katz Company, Baltimore.

Majestic Appoints

Majestic Company, Huntington, Ind., manufacturer of heating and building equipment, has appointed Wheeler-Kight & Gainey, Inc., to handle its advertising. Business papers and direct mail will be used.



THE BRAINS OF . . . at your elbow!

CODE of ETHICS
The Associated Business Papers, Inc.

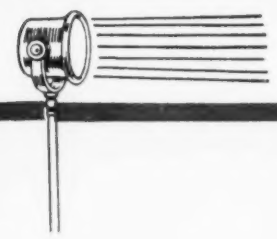
ABP

Each A.B.P. Publisher subscribes to the following principles of publication practice:

1 — To consider, first, the interests of subscribers.
2 — To work for truth and honesty.
3 — To eliminate his personal opinions from news columns; but to be a leader of thought in his editorials.
4 — To refuse to publish "puffs", free reading notices or paid "write-ups"; and to measure all news by this standard: "Is it real news?"
5 — To decline advertisements which mislead, or do not conform to business integrity.
6 — To solicit subscriptions and advertising solely on merit.
7 — To supply advertisers with full information regarding character and extent of circulation, subject to authentic verification.
8 — To cooperate with organizations and individuals engaged in creative advertising.
9 — To avoid unfair competition.
10 — To determine the greatest function of the field he serves, and to promote that function in every legitimate way.

Add to these principles the fact that A.B.P. publications must also be members of the Audit Bureau of Circulations, and you can readily see why buyers of space in A.B.P. papers enjoy practically waste-free, paid circulation among worthwhile buyers in whichever market they choose to address.

THE 1937 A.B.P. Blue Book, offering you the combined knowledge and experience of 2,537 men, every one market minded and market wise, is now available. To advertisers and advertising agencies who have made profitable use of the previous issue, this valuable reference book needs no introduction . . . except to say that it is larger and more complete than before. To those who are not acquainted with the A.B.P. Blue Book, a glance inside (see illustration) will show how this volume sets forth uniformly and in detail, without superlatives, without idle claims, the facts you need in appraising the papers that serve the markets you sell.



THE ASSOCIATED B

Laundries to Help Promote Trubenizing

New York, July 14.—Trubenizing Process Corporation will launch an extensive consumer campaign in national magazines this fall with copy lightened with use of catch-phrases centering around "Old Man Wrinkle abdicates."

The company also has arranged a tie-up with the American Institute of Laundering to distribute through institute members bundle inserts extolling the process, described as making cloth firm and shirt collars stay fresh longer. More than 70 shirt manufacturers using the process, it was said, will likewise promote it in their national advertising.

The magazine campaign will open with a color page in *The Saturday Evening Post* Sept. 25. The rest of the list has not yet been determined, Hirshon-Garfield, Inc., agency in charge, said. Outcome of a patent infringement suit pending against Celanese Corporation of America, the agency said, will affect extent of the campaign.

Chicago Office for "National Sportsman"

National Sportsman, Inc., Boston, publisher of *Hunting & Fishing* and *National Sportsman*, has opened a Chicago branch office at 520 N. Michigan avenue, with Fred W. Swanson as manager.

Mr. Swanson was formerly Western representative of the Ahrens Publishing Company.

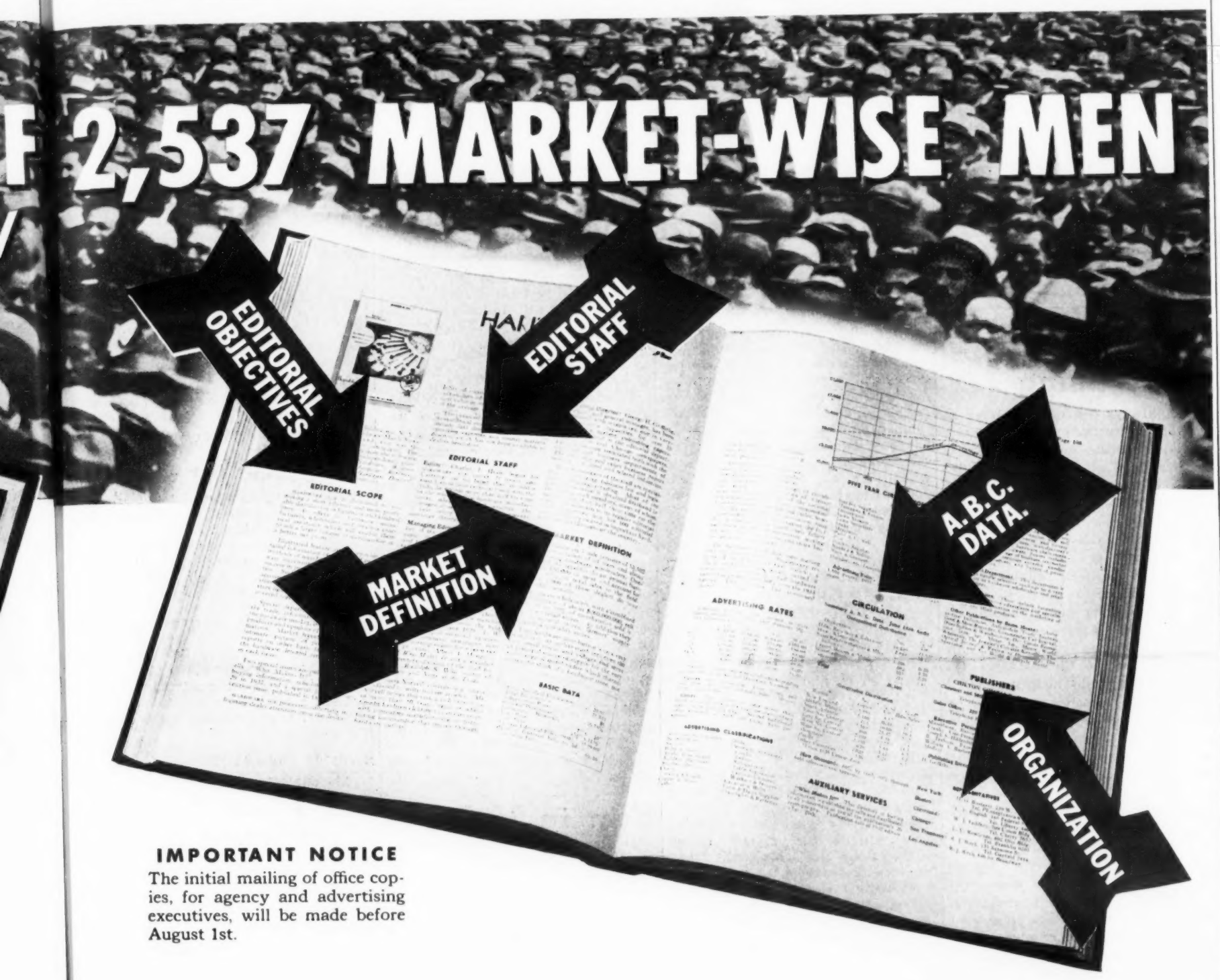
Quinn Promoted

Frank Quinn, formerly advertising manager, Philco Radio and Television Corporation of New York, has been appointed Eastern division advertising manager for the Philco organization of Philadelphia. He will be succeeded in New York by Robert N. McKinney.

Banner Oil Appoints

The Banner Oil Company, Camden, N. J., has appointed the Earle A. Buckley Organization, Philadelphia, to direct its advertising. A merchandising program is in progress.

F 2,537 MARKET-WISE MEN



IMPORTANT NOTICE

The initial mailing of office copies, for agency and advertising executives, will be made before August 1st.

MEMBERS OF THE ASSOCIATED BUSINESS PAPERS, INC.

Advertising Age
Advertising and Selling
Air Conditioning & Refrigeration News
American Artisan
American Builder and Building Age
American Business
American Hairdresser
American Machinist
American Miller
American Paint Journal
American Perfumer
American Printer
American Restaurant Magazine
American School Board Journal
Architectural Forum
Architectural Record
Atlantic Fisherman
Automobile Trade Journal
Automotive Industries
Aviation

Bakers' Helper
Bakers Weekly
Blast Furnace and Steel Plant
Boot and Shoe Recorder
Brewers Journal
Brewery Age
Brick and Clay Record
Buildings and Building Management
Building Supply News
Bus Transportation

Canadian Grocer
Canadian Transportation
Casualty Insuror
Catholic School Journal
Ceramic Industry
Coal Age
Chain Store Age — Administration Edition
Chain Store Age — Druggist Edition
Chain Store Age — General Merchandise Variety Store Executives Edition
Chain Store Age — Variety Store Managers Edition
Chain Store Age — Grocery Executives Edition
Chain Store Age — Grocery Managers Edition
Chemical and Metallurgical Engineering
Concrete
Construction Methods and Equipment

Corset & Underwear Review
Cotton
Crockery & Glass Journal

Daily Metal Trade
Diesel Power & Diesel Transportation
Domestic Engineering
Dry Goods Economist

Editor & Publisher
Electrical Contracting
Electrical Merchandising
Electrical South
Electrical West
Electrical Wholesaling
Electrical World
Electronics
Embalmers' Monthly
Engineering & Mining Journal
Engineering News-Record

Factory Management and Maintenance
Fire Engineering
Food Industries
Foundry
Furniture Manufacturer
Furniture Record

Gas
Gas Age-Record & Natural Gas
Geyer's Stationer and Business Equipment Topics
Gift & Art Buyer

Hardware Age
Hardware and Metal (of Canada)
Heating & Ventilating
Heating, Piping and Air Conditioning
Hide and Leather with Shoe Factory
Hospital Management
Hotel Bulletin
Hotel Management
Hotel Monthly
House Furnishing Review

Ice Cream Review
Ice Cream Trade Journal
Industrial Arts & Vocational Education
Infants' & Children's Review

Inland Printer
Insurance Salesman
Iron Age

Jewelers' Circular-Keystone

Laundry Age

Machinery
Marine Engineering and Shipping Review
Metals & Alloys
Mida's Criterion
Milk Dealer
Mill Supplies
Modern Brewer
Modern Packaging
Motor Age
Municipal Sanitation

National Cleaner & Dyer
National Petroleum News
National Provisioner
National Real Estate Journal
National Underwriter
National Underwriter — Life Insurance Edition

Oil Weekly

Paper Industry
Paper Mill
Pencil Points
Petroleum Engineer
Petroleum Marketer
Power
Power Plant Engineering
Printers' Ink
Printers' Ink Monthly
Printing Art Quarterly
Product Engineering

Radio Retailing

Railway Age
Railway Electrical Engineer
Railway Engineering and Maintenance
Railway Mechanical Engineer
Railway Signaling
Real Estate Record
Refiner and Natural Gasoline Manufacturer
Restaurant Management
Rock Products
Rough Notes

Sales Management
Shears (Package Manufacturing Journal)
Shoe and Leather Reporter
Signs of the Times
Soap
Southern Automotive Journal
Southern Power Journal
Spirits
Sporting Goods Dealer
Sporting Goods Journal
Starchroom Laundry Journal
Steel

Textile Bulletin
Textile World
Tide
Timberman
Traffic World
Transit Journal

Underwear & Hosiery Review
Water Works Engineering
Water Works and Sewerage
Welding Engineer
Wood Worker

Look for this symbol first ABP when you buy space

TED BUSINESS PAPERS · INC · 369 LEXINGTON AVENUE · NEW YORK ABP

CASH BACKS CLAIMS

A NICKEL DRINK—WORTH A DIME

Localized large space copy in Texas newspapers is including an offer of $5,000, to be given a local charity for submission of proof contradicting claims for Pepsi-Cola, product of Pepsi-Cola Company, New York.

$5,000 REWARD IS PEPSI-COLA DARE IN SOUTH

Dallas, July 14.—A reward offer of $5,000 is playing a star part in an intensive newspaper campaign launched in Texas metropolitan areas by the Pepsi-Cola Company, New York, in support of its 5-cent bottled beverage, Pepsi-Cola.

The offer is being localized to apply to the city in which the copy appears, with copy here, for example, specifying that the Pepsi-Cola Company will pay $5,000 to any Dallas charity for proof that its 5-cent bottled beverage "is not of the highest quality and greatest value and equal in all respects to any 10-cent beverage on the market."

W. R. Bishop, Dallas manager of the company, explained that this type of advertising was utilized in preference to offers of free goods, special discounts or premiums, and that the reward was deemed unique in support of the verity of the glowing terms in which the product is described.

Stress Company History

Further advertising builds upon the company's 30-year reputation and says, "Pepsi-Cola is absolutely pure, free from preservatives and is a combination of more than 15 of the finest fruit juices, and extracts and other delicious pure food products."

Pepsi-Cola maintains 20 plants and produces much of the raw material necessary for the production of the beverage. It has its own case making plant and prints all its labels. Brown Advertising Agency, New York, is in charge of the campaign.

Market Meetings Held by "American Druggist"

American Druggist, New York, is holding a series of meetings of manufacturers, wholesalers, and advertising agencies in New York, Boston, Chicago, Detroit, Cleveland and St. Louis, to explain the operation of its new merchandising and marketing committee.

Kenneth A. Bonham, new executive editor of *American Druggist*, and Kenneth B. Hurd, vice-president and advertising manager, are conducting the meetings.

Smith Heads New York Milk Publicity Bureau

Paul Smith, Newark Valley, N. Y., assistant director of the State Bureau of Milk Publicity, which directs the New York State milk advertising campaign, has been promoted to the directorship, succeeding Harold D. Leslie, who has resigned to become secretary of the Chamber of Commerce of Springfield, Mass.

Daniel M. Frisbie, of Schoharie, executive officer of Bureau, was appointed associate director.

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

Trade Mark Registered U. S. Patent Office

ISSUED EVERY MONDAY BY ADVERTISING PUBLICATIONS, INC.

Publication Office, 100 E. Ohio St., Chicago.....Tel. Del. 1337

New York Office, 330 W. 42nd St.....Tel. BRyant 9-6432

G. D. CRAIN, Jr., President and Publisher

KENNETH C. CRAIN, Vice-President. O. L. BRUNS, Vice-President. E. KEBBY, Secretary

Editorial Department

HARRY E. SHUBART, Managing Editor; IRWIN ROBINSON, Eastern Editor; MURRAY E. CRAIN, Western Editor; RICHARD B. ESPEY, EDWARD H. EVERETT and RALPH O. McGRAW, Associate Editors.

Correspondents in All Principal Cities

Advertising Department

NEW YORK: Kenneth C. Crain, Eastern Manager; E. F. Thayer, Philip W. Murphy, H. B. Odell, Jr. CHICAGO: O. L. Bruns, Western Advertising Manager; John E. Walsh, J. C. Gafford. SAN FRANCISCO: Simpson-Reilly, Russ Bldg., Walter S. Reilly, Manager. LOS ANGELES: Simpson-Reilly, 536 S. Hill St., Gordon Simpson, Manager. ATLANTA: B. Frank Cook, Walton Building.

S. R. BERNSTEIN, Director of Research and Promotion

MEMBER

Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association, Advertising Federation of America

Vol. 8, No. 29 July 19, 1937 5 Cents a Copy, $1 a Year

Three-Way Advertising

The establishment of a labor relations division by an advertising agency was recently reported in ADVERTISING AGE. It is significant of the times, and emphasizes the growing realization of business that it must have approval and acceptance by three groups — customers and the public, stockholders and employes.

Of course, it is evident that advertising and publicity directed to any of these key groups, without consideration of the fundamental business policies which affect them, will not be of value. Hence plans for interpreting the company to those who buy from it, those who work for it and those who supply the capital for it must have as a background a sound program which gives due emphasis to the interests of all concerned.

Modern business takes this viewpoint, namely, that business is not run exclusively for the purpose of making profits, but must render a social and economic service as well. Unless, in addition to earning a reasonable return upon invested capital, it can also operate so efficiently as to turn out better goods at lower cost, thus making it possible to reduce prices and increase wages, it has not met the full requirements imposed upon business in a modern society.

Even the best-intentioned company cannot always convince its workers, as well as its customers and stockholders, that the common interests of all can be best served by a plan which recognizes the rights of each group. Workers sometimes seem to believe that there is no limit to how high wages can be increased nor to what extent hours can be shortened; and yet if they are convinced that the management is sincerely working toward higher wages and shorter hours, as well as lower prices and adequate returns to stockholders, they will accept the evidences of progress toward the ultimate goal.

Advertising agencies and others responsible for advertising and publicity policies know that advertising alone is not enough to insure the success of a merchandising campaign. Policies regarding the trade and consumer must be worked out to make sure that the product will receive the enthusiastic support and co-operation of distributors as well as the approval of users. In the same way the advisor on problems of industrial and public relations, affecting basic company policies, must also go behind the scenes and discuss with management its program as it affects all of the key groups.

That the agency is to look at its function in advertising as involving three-way service is an interesting development, which may become more general as time goes on.

The Greatest Country on Earth

The problems of finance and banking developed as the result of the large influx of gold to the United States are highly technical, and are being studied carefully in order to avoid the potential dangers which possession of an undue proportion of the precious metal involves.

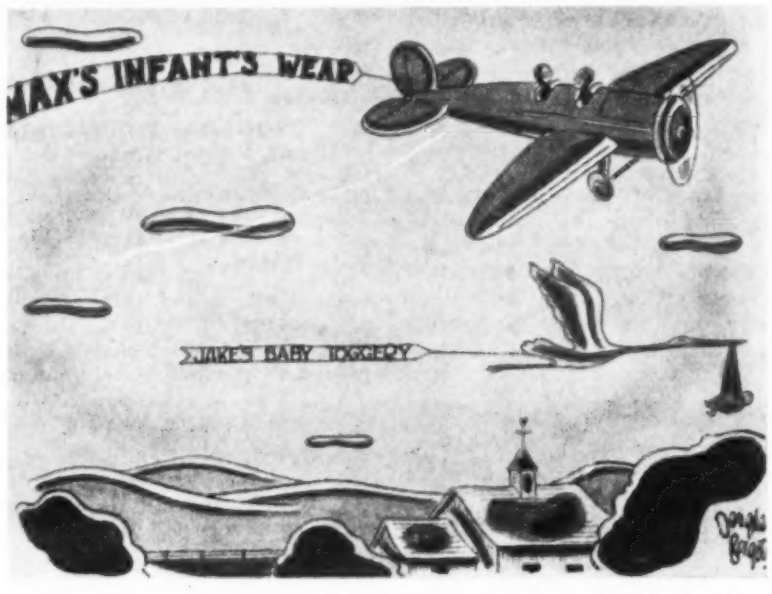
But no American, no matter how impressed with the difficulties inherent in the gold situation he may be, can fail also to realize that the flow of gold to these shores is a magnificent tribute to the essential soundness and stability of our institutions.

While the devaluation of the dollar gave opportunity for owners of foreign currencies to make a profit through the purchase of dollars, much of the gold movement has been unrelated to this factor, and has been based primarily on the feeling of many people in other countries that the United States is the safest place in the world in which to have money, property and other forms of wealth.

Their feeling is more than justified by the uncertainties with which the world situation is clouded. While Americans hope for a more stable international political and economic situation, since such an improvement would immediately benefit us, they cannot fail to be impressed by the fact that the United States is not only the greatest country in the world from the standpoint of its industrial and economic development, but from the standpoint of the safety and protection of the individual in the enjoyment of his possessions.

Business men as well as all other citizens have ample cause to reaffirm their faith in America.

FEATURING THAT SOURCE OF SUPPLY



Country Gentleman.

"Doggone! Jake's got ahead of us again."

Views from the Outside

Credit Brakes

(As viewed in Dry Goods Economist)

From the most recent credit survey (covering 1936 experience) it would not seem that the lengthened instalment terms and decreased down payments which have been increasingly noticeable in the interstore competition for consumers' dollars had any detrimental effect on credit sales programs. Yet it is a question whether, in the long run, they will not prove a notably harmful factor.

General Motors Acceptance Corporation keeps minute track of the effect of varying terms and payments, and here is what they have found:—that the smaller the down payment and the longer the terms, the larger the number of repossessions; that when down payments are less than 10 per cent the repossessions are 6.5 times as great as when the down payment is 25 per cent; that there are 3.7 times as many repossessions when terms run over 24 months as when they run 12 months or less.

Repossessions and instalment payment failures are not, at the moment, a problem, nor are they likely to be so long as prosperity pyramids; but it certainly is a fair question whether stores will not find it easier to put on the brakes and bring credit granting into the range of sounder practice during favorable times, than to reform after the fat years begin to show signs of slimming down.

Perhaps taking the credit man off his new job of salesman and putting him back at his old stand as guardian of accounts—the money you have loaned or contemplate lending to customers—would be one profitable step toward your economic security.

Gander Sauce

(As viewed by Robert F. Heller, Beaumont Heller & Sperling, Inc., in Steel)

The day when one or two men can do all the thinking for an organization has definitely passed. Business has grown too complex, too intricate, for the heads of a business to be able to do the thinking on every individual operation throughout the plant.

Yet one idea from an employe—one well thought out suggestion—may profitably improve the whole design of your business structure. How can you get these men to offer ideas and suggestions? How can you make them think?

What's sauce for the goose is sauce for the gander, yet how many of your key men realize, as you do, the importance of reading publications that deal with your business and their jobs?

Would you really like to know? Then take time out to make a little survey. Ask each key man, right down to your foreman, about his reading habits. Find out what business papers he subscribes to, and also what papers he reads on company subscriptions. If you are successful in getting frank, honest answers, you will probably find that reading and progress and efficiency go hand in hand.

Quality Rise

(As viewed in House Furnishing Review)

The new advertising campaign for Admiration Cigars is based on the theory that there is a steadily increasing demand for higher price products. The theme of this campaign stresses the public's present "zest for living" after years of "doing without." It points out that many people are now reserving seats in parlor cars where recently they rode in day coaches; are changing from regular to high test gasoline; are sitting in loges rather than the balcony, and instead of smoking lower priced cigars have changed to 10c-and-up Admirations.

This is but another proof of the growing consciousness of greatly improved living conditions and therefore the growing demand for better things.

Fun in Helping

(As viewed in the Chicago Times)

All the photographic reproductions that you see in the *Times* today and every day are made possible by a process invented by Frederick Eugene Ives. He developed half-tone engraving. His invention revolutionized the printer's art.

Mr. Ives died recently. In 1874 he became associated with Cornell University as a photographer. He built a little studio in an attic in a modest home near the university and dabbled in photographic experiments. At that time books, magazines and newspapers were illustrated with engravings or wood-block pictures. Nothing was known about the reproduction of real photographs.

By 1881 Mr. Ives was ready to let the world see his first halftones in publications. Five years later he improved his halftone screen. Since that year billions of copies of newspapers and magazines have been illustrated with the Ives process, but Mr. Ives never profited a dollar from his process. He didn't patent it. The printing firm that first commercialized it was afraid its competitors would copy the idea. The secret leaked out, however, and royalties worth millions were lost.

Mr. Ives never complained. He smiled and went on with his photography and his experiments. He developed a process in color photography on which he procured a patent but he gave that freely to amateurs, charging them only for materials. On his eightieth birthday he said to reporters: "It's fun to help people." Yes, that is fun—the best fun in life.

The newspaper world owes a monument to the memory of Frederick Eugene Ives—a practical memorial in craftsmanship that would help people.

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1197. *The Distribution of Advertising in St. Louis.*

This folder, issued by the *St. Louis Post-Dispatch*, tabulates the share of each St. Louis newspaper in 30 major classifications during the first four months of 1937.

No. 1198. *The Institute That Begins at Home.*

The Household Magazine has issued this illustrated brochure describing the Household Searchlight, a typical small town American home, which functions as its proving ground for products subjected to real-life, real-home tests. Products passing these trials are privileged to carry the Searchlight-approved seal, the brochure states.

No. 1199. *Are You Telling Him?*

In this brochure *Young America* describes its editorial scope, showing how the publication carries the story of American industry to the youth market, and teaches, by word and picture, "what America is all about."

No. 1184. *Velvet.*

This brochure, issued by *Fortune*, tells about a survey revealing the extent of advertising velvet created by the thousands of non-subscribers —"free riders"—on the subscription of some friend, associate or organization.

No. 1187. *Market Coverage by Naborhoods.*

Criterion Advertising Service has issued this brochure which outlines its sales and operating activities, and contains a breakdown by state, city and district, of Criterion poster display coverage.

No. 1179. *Radio in 1937.*

This analysis of radio ownership and listening habits is the latest presentation of a continuous study, now in its fourth year, issued by Columbia Broadcasting System.

No. 1188. *The McCall Home Appliance Program.*

In this illustrated brochure, *McCall's* describes the research, surveys and tests behind its preparation of household appliance articles, and shows the interest created among readers in the modernization of kitchens and equipment.

No. 1190. *Why the Chicago Daily News Ranks First in Grocery Advertising.*

This folder gives several reasons, and contains a table showing the standing of Chicago newspapers in grocery advertising among the first 160 daily papers in the U. S.

No. 1192. *Rock Island-Moline, Third Largest Illinois Market.*

A wealth of market facts about the Rock Island-Moline trading area is contained in this booklet issued by *Rock Island Argus* and *Moline Dispatch*. Maps and charts round out the picture of location, population, sales, circulation of the papers, and the agricultural and industrial set-up of the market.

No. 1176. *The Midwest Farm Market.*

Midwest Farm Paper Unit has issued this pamphlet giving Midwest farm market figures and a description of who reads the papers.

No. 1185. *A Guaranteed Distribution of Advertising Motion Pictures.*

In this folder, the Motion Picture Bureau of the Y. M. C. A. outlines the scope of its service in the distribution of industrial advertising films reaching consumer audiences in the non-theatrical field.

Sideburns by Clark Gable, curls by Myrna Loy—but alas, "Parnell" is unhistoric, unexciting, long

TODAYS TALKIES

Old hoss-fancier Stevens casts a wise eye over the new, recent and coming films, and puts them up for sale, strictly according to grade

By CHARLES F. STEVENS

Thoroughbred

Make Way for Tomorrow When they make up the list of best films of 1937 this will be among those present. Superb story, superb direction, with extraordinarily fine acting by a grand cast including *Victor Moore, Beulah Bondi, Fay Bainter* and others. An elderly couple go broke and have to be supported by their children. No villains, simply human tragedy relieved by human comedy. Some will not like on this account. But I say "Superb."

Captains Courageous A beautifully planned, directed, acted and photographed version of the Kipling story. *Freddie Bartholomew* as the perfectly poisonous and spoiled brat who fell overboard from a liner, was rescued by a Gloucester fishing boat and was hammered into a decent, manly lad in the three months' enforced fishing cruise that followed. A few unnecessary and annoying departures from the book, but these must be overlooked. With *Spencer Tracy, Lionel Barrymore, Melvyn Douglas* Excellent for adults, ditto for youth.

The Go-Getter This filming of a Peter B. Kyne "Cappy Ricks" story is entertainment of the type almost everybody likes. Clean and honest, it tells how Cappy's going to bat for a young fellow who had lost a leg in the *Macon* airship disaster costs him a daughter. Pleasant romantic comedy.

Meet the Missus A satiric burlesque of some of the foibles of the small town family is tied up with a joshing of commercial concerns that get up crackpot contests. *Victor Moore, Helen Broderick, Anne Shirley.* Clever idea plus chuckles.

Wind and Work

Parnell Made out of Elsie Schauffler's excellent play, this story of the fall of the Irish patriot has lost punch as it has gained a lavish setting. *Myrna Loy* in an unaccustomed field works hard and is fair; *Clark Gable* is completely miscast. Altogether, not a bad film, but disappointing. Also very long.

Cafe Metropole That appealing team, *Tyrone Power* and *Loretta Young*, ably supported by *Adolphe Menjou*, in a romantic comedy. Power is a penniless American posing as a Russian prince, at the urging of Menjou, in order to marry an heiress. Not much to it, but good for a light moment.

Oh, Doctor *Edward Everett Horton*—he of the delayed "comeback" in repartee—as the dyspeptic chap in Harry Leon Wilson's story of some time ago, who is cured by love. Mildly amusing program picture. Okay if nothing else offers.

Wings Over Honolulu Highly emotional drama concerning itself with the naval aviators who work for Uncle Sam around Hawaii. And of the wife of one of them who didn't like Uncle's competition for her husband's interest. *Wendy Barrie, Ray Milland* Mostly propaganda, but it has thrills.

This is My Affair A glimpse back into the McKinley years, now known as the "naughty-naughts." A highly artificial and improbable story gives the excuse for displaying leg-of-mutton sleeves, Teddy Roosevelt's teeth, Admiral Dewey and others. *Robert Taylor, Barbara Stanwyck, Victor McLaglen.* Can't believe it.

Night Must Fall A thriller and shocker—a study in the psychology of a murderer, who is identified right at the start. Better than all the "Frankensteins" ever made. *Robert Montgomery* as the callous young killer, *Rosalind Russell* as a fascinated candidate for murder. Best bloodcurdler in years, and worth anybody's money.

Good Blood

Kid Galahad A fast, well-written and well-acted story of the prize ring, with a grand cast. *Edward G. Robinson* as the manager who does all the thinking for his pugilist, the grand *Bette Davis* as the girl friend, and a new star, *Wayne Morris*, as the fighter. Robinson manages to get shot as usual, but it's good entertainment.

Woman Chases Man *Miriam Hopkins* and *Joel McCrea* in a film that recalls the swell "My Man Godfrey." Gay, funny and almost slapsticky. Miriam and Joel in their unusual comedy roles are excellent. Their father, who is *Charles Winninger*, tries to ensnare Joel into putting up the money for some highflying real estate deals. Full of laughs.

I Met Him in Paris That usually dramatic actress, *Claudette Colbert*, steps into very light farce comedy and does a peach of a job. A sophisticated tale of two men chasing a gal—with the butter-in winning her in the end. Exceptionally bright dialogue, situations unconventional but not offensive. With *Melvyn Douglas, Robert Young*

At the Halter

Talk of the Devil A boresome lot of balderdash, involving *Ricardo Cortez* and *Sally Eilers*. What it showed me is that the British picture-makers for the American market can be as dull and stupid as our home-town boys. Not worth an evening to find that out.

Melody for Two Unimportant musical story about two rival singers in night clubs—*James Melton* and *Patricia Ellis*. Nothing much takes place, and what does happen is pretty uninteresting. No.

The Hit Parade The movies turn to the radio world for an amateur show. Lots of familiar names, a few good items, some terribly dull ones. *Frances Langford, Phil Regan*, among others. Can't recommend.

"LET'S GO TO THE MOVIES!"

"What's the show?"

"'I Met Him in Paris'—Claudette Colbert, Robert Young —Farm Journal says it's good."

"All right, let's go."

Two-thirds of all moving picture theaters are in towns of 10,000 population or less. To provide timely previews for country families, a magazine must *get there ahead of the show*. Because Farm Journal goes to press on Thursday and is in readers' hands by the following Monday, it *can* give this popular extra service—one more reason why Farm Journal rates "tops" with *all* the family.

FARM JOURNAL

Brown to Boost Cotton Suiting in the North

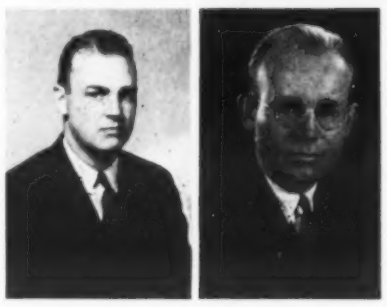
New York, July 13.—Believing that a vast unplumbed market exists for men's cotton suitings in Northern centers, Clarence S. Brown & Co., New York converter, today announced its entry into this field and will begin advertising its new line in August, in men's clothing trade publications. Extension of the campaign to consumer media is contemplated for later in the season.

Copy will feature the company's Air-tarel special process finishing, for which it claims control through patent rights, and a full line of suitings in three price ranges, set to retail at $8.75, $10, and $12.75 or more depending upon tailoring and type of quality retail store in which the finished suits are merchandised. This latter is not the usual practice among converters of men's cotton suiting, who, it is stated, generally specialize in one grade of goods only. Copy will mention the company's other products, cottons for shirts, underwear, pajamas and shorts.

The company has chosen this particular time to enter the men's clothing field because it feels that an "unquestionable increase in the style consciousness of men has created a demand for summer suits that keep their shape above everything else.

"Most of the summer clothing sold in Northern centers," it claims, "was designed originally to sell in the South where comfort, not appearance, is the dominating factor. In catering to this Northern market, greater attention must, therefore, be paid to selection of patterns and colorings and to the stay-fresh quality of the finished suitings."

TAKE PUBLIC'S PULSE



Benjamin A. Kissam (left), is director of the new Pontiac customer relations department. W. H. Sadler, formerly with N. W. Ayer & Son, has been appointed public relations director of Edward G. Budd Mfg. Company.

A&P'S MONTHLY WILL BE BUILT ON MENU FORM

Observers See It As Patman Act Loss Balance

New York, July 15.—The move of the Great Atlantic and Pacific Tea Company, which has announced plans to publish a new free-circulation magazine, was projected by food merchandising observers today as one significant development of the Robinson-Patman act. Under the act, food advertising allowances were drastically cut by the provision that definite services must be proven to warrant allowances. Publication of the new monthly is seen as a way of recovering part of the lost allowances.

The company itself emphasizes that the new magazine, as yet unnamed, is an outgrowth of the "A&P Menu," a weekly free-circulation recipe and food advertising service, and that the enlarged monthly has been contemplated for some time.

Promotion of the new monthly began today with the announcement of a naming contest. The contest will be publicized only through the "A&P Menu" and will close Aug. 26. Prizes total $2,500—$1,000 to the person who submits the winning name, and 60 honorable mention prizes of $25 each. The manager of the A&P outlet mentioned on the winning coupon will receive $100, and managers whose names are on the honorable mentions will get $5 each.

Initial Circulation 775,000

It is expected that the new magazine will appear some time in the fall, distributed through the 15,000 A&P stores in the same way that the "A&P Menu" is distributed. Its circulation will start at the same figure that the Menu now reaches—775,000. As is the case with the Menu, advertising will be sold. Rates for the first three months will be exactly the same as Menu rates: $1.50 per page per thousand for one-color pages, and $2 per page per thousand for four-color pages. After three months, these costs will probably be adjusted to follow the circulation trend of the publication.

The new magazine will be rotogravure, as is the Menu, and will probably be about the same size—8½ x 12. E. P. Hansen, advertising manager of the company, estimates 32 pages for the first issue.

Publication of the Menu will continue, although it will not appear the week that the larger magazine is distributed. Editorial content of the new publication will be considerably broader than the Menu's. Whereas the latter covers only food topics, the new magazine will include all types of "practical information to help the woman run the home," as well as food notes and recipes. There will be no fiction, and all features will be of the instructive type.

Menu 6 Years Old

The "A&P Menu" has been in existence for more than six years. It has been run, according to the company, in an independent fashion, with space for specific advertised products charged to respective divisions of the A&P organization. For example, when a brand of A&P coffee is advertised, the space used is paid for by that particular division.

Recipes presented in the Menu are tested, cooked, and sampled in the A&P's own kitchens.

SEEK NAME FOR NEW A&P MAGAZINE

This copy in the "A&P Menu," distributed through the chain's 15,000 stores, last week announced a $2,500 contest to pick a name for the company's free circulation monthly magazine to be launched this fall.

Crowell to Continue Current Space Rates

Crowell Publishing Company, New York, has announced that current advertising rates on *The American Home*, *Collier's* and *Woman's Home Companion* will be continued through the issues of August, 1938.

"We make this announcement notwithstanding increases in the cost of labor and paper," J. A. Welch, advertising director, said. "Crowell advertising rates have been low, on the basis of net paid delivery, and will continue so. If this policy has tended to moderate the rates of others, we are happy to have contributed to this end in the interests of good business."

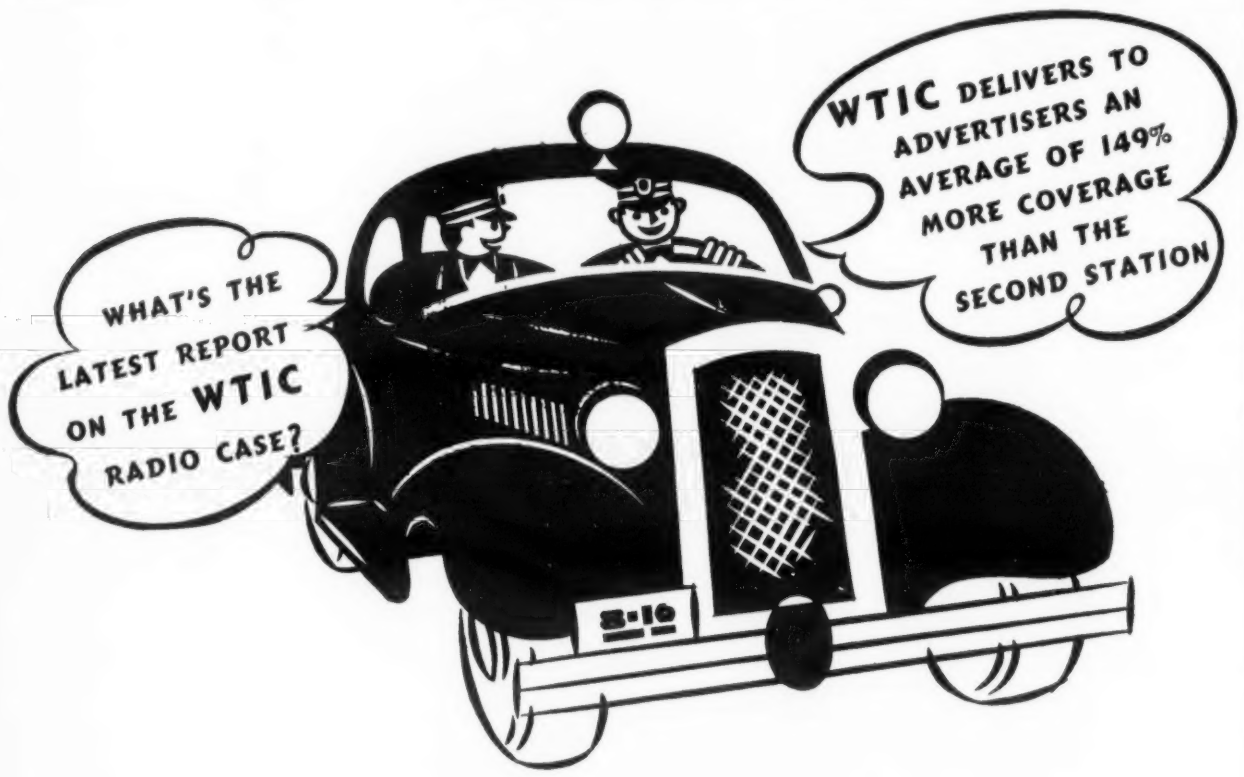
Bart with Gordon

Hendry Bart has joined Harold Gordon Advertising Agency, Los Angeles, as radio director and copy chief.

A&P EXPERIMENTS WITH DOUBLE SHIFTS

Chicago, July 15.—Great Atlantic & Pacific Tea Company is experimenting with double shifts in certain stores in a number of cities, including Chicago, Joliet and Shreveport. The stores which operate 16 hours daily and Sunday are without exception situated in busy shopping centers, usually at elevated stations or street car intersections.

The former closing hour for all stores was 6 p. m. The company felt that many of its customers were being deprived of its service under this arrangement. Rather than remain open an hour later than usual, A&P decided to add an extra shift. Since rent and many other items of overhead are fixed, a reasonable volume of business will yield an unusually high percentage of profit, exponents of the plan point out.


WHAT'S THE LATEST REPORT ON THE WTIC RADIO CASE?
WTIC DELIVERS TO ADVERTISERS AN AVERAGE OF 149% MORE COVERAGE THAN THE SECOND STATION

Yes, WTIC does offer the advertiser more coverage in the rich Southern New England market than any other station. And here's proof of that statement. During the week from February 28 to March 6 the Ross Federal Research Bureau made over 12,000 telephone calls in the Hartford market alone. Here is a summary of the results obtained.

60.72% were tuned to WTIC
24.37% were tuned to the next most popular station.
6.54% were tuned to the third most popular station.
2.28% were tuned to the fourth most popular station.
6.09% were tuned to all other stations.
100.00% total calls

WTIC covers all of Connecticut, western New York, eastern Massachusetts, Vermont, New Hampshire. In WTIC's primary coverage area is an audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436. In income, retail sales, and radio ownership this WTIC area is far above the national per capita average.

Write today for our new 32 page brochure which not only gives full facts on the Ross Federal Survey but also detailed information concerning this billion dollar market.

WTIC 50,000 WATTS HARTFORD, CONN.

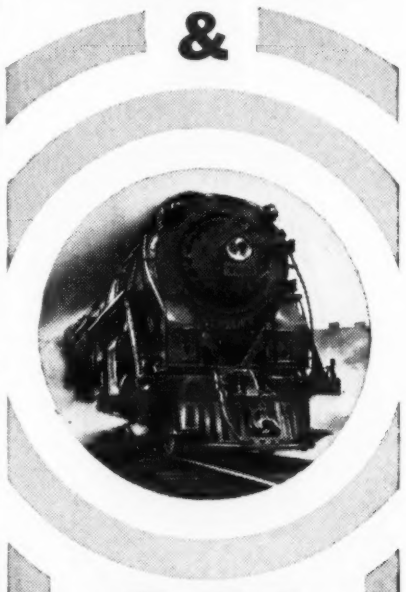
The Travelers Broadcasting Service Corporation—Member NBC Red Network and Yankee Network

Paul W. Morency, General Manager James F. Clancy, Business Manager

National Representatives—Weed & Company

Chicago Detroit New York

PICK-UP & GO!

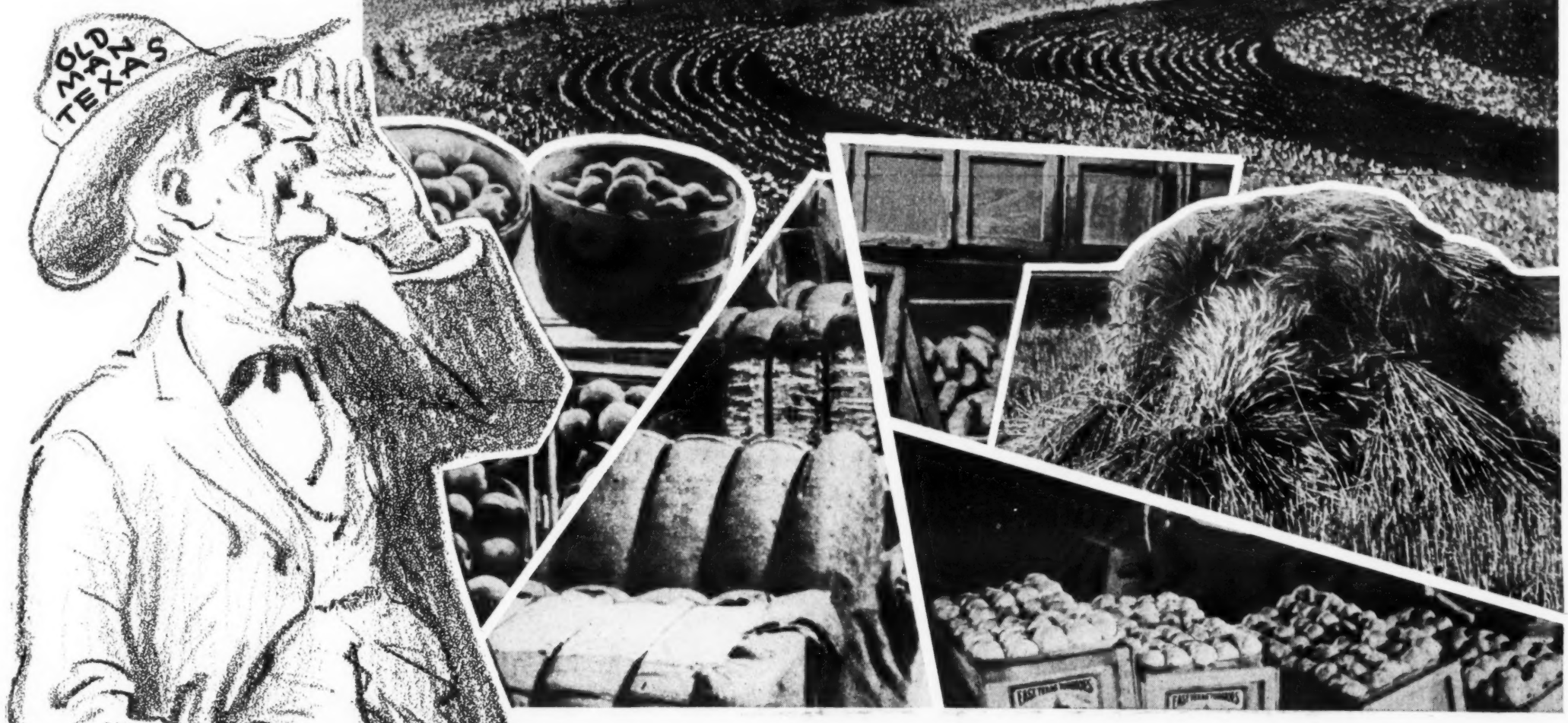


No lost motion when you ship mats, halftones, cuts, anything, everything, by Railway Express. We call for your shipments, in all cities and principal towns, rush them by Rail Express—or by Air Express 2500 miles overnight—deliver promptly and accurately, with receipts to show. Nation-wide...23,000 offices. Low rates. Real economy. For service, call

RAILWAY EXPRESS AGENCY INC.
NATION-WIDE RAIL-AIR SERVICE

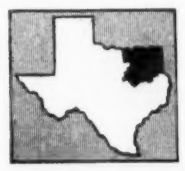
~~FAIR CROPS—FAIR PRICES~~
~~NO CROPS—HIGH PRICES~~
~~POOR CROPS—POOR PRICES~~
~~GOOD CROPS—LOW PRICES~~

BUMPER CROPS--HIGH PRICES



THIS year rings the bell in the Dallas Market Area. Usually, big crops mean low prices; small crops, high prices. In 1937, *large* crops are bringing *good* prices.

In this market . . . where a lot of good old-fashioned prosperity came right on through the depression . . . income will reach near-record totals in virtually all lines . . . oil, cotton, wheat, corn, oats, live stock.



It means a smashing outlook for sales in The News' and The Journal's market for the fall and winter.

It's an unusual opportunity for *any* advertiser.

The Dallas Morning News
The Dallas (Evening) Journal

"Texas' Major Market Newspapers"

JOHN B. WOODWARD, Inc.
Representatives

Associates: The Semi-Weekly Farm News, The Texas Almanac and State Industrial Guide, Radio Station WFAA (50,000 Watts)

State Steering Committees Formed for Country Papers' Joint Promotion Campaign

New York, July 13.—With the formation of state steering committees now under way, machinery is being set up to make effective the recent decision of the American Press Association to launch a "United Front" of country publishers for the purpose of increasing their share of national advertising.

Publishers in Massachusetts have been the first to establish a committee, which consists of Walter D. Allen, *Chronicle*, Brookline, Mass.; W. Fletcher Twombly, *Chronicle*, Reading, Mass.; and Lemuel C. Hall, *Courier*, Wareham, Mass. This trio will be actively in charge of the Massachusetts drive. Committees are in process of being formed in all Eastern seaboard states and it is planned that these will later be joined through a sectional co-ordinating committee. The same general procedure is planned for states farther west.

Sign 10-Plank Pledge

"The Consolidated Drive for Country Newspaper National Advertising" was formally launched with the mailing of the July issue of the *American Press*, containing a 10-plank pledge to be signed and returned to the American Press Association as the national advertising representative of all adhering publishers. One plank of the pledge commits the publisher "to print in my newspaper once a month an office advertisement, not larger than 10 inches by 3 columns, setting forth the merit of country newspapers, including my own, as a national advertising medium. Copy for this advertisement is to be supplied by the association as a part of its contribution to the consolidated drive. Of any advertisements so run, the publisher is to mail marked tear sheets monthly to five or more advertising agencies or national advertisers to be selected by the association."

Promote Local Merchandising

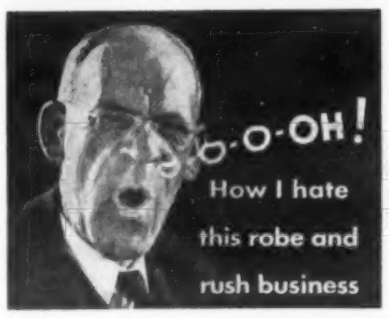
Other sections call for the publisher to exert salesmanship in presenting his case before agencies and national advertisers, as well as facts to prove his case, and to provide the association with market facts for the same purpose. The publisher also promises to enlist the co-operation of local merchants who are to be asked to utilize all point-of-purchase material furnished them by national advertisers whose copy is appearing in the local paper, to petition manufacturers to spend some of their advertising dollars locally, and to run tie-in copy whenever such national advertising eventuates.

An attempt to establish uniform circulation record practices is indicated in another section which calls for adherence to one rate, and furnishing upon demand of the association of sworn affidavits "of paid circulation or postoffice mailing receipts for four consecutive weeks, or both."

Pickering Starts Agency

Space on the 17th floor of the RCA bldg., New York, has been leased by Baxter Pickering, who has resigned as president of Kelsey-Pickering Company, Inc., to establish his own agency, which will specialize in radio.

PHONE FIGURE



Ohio Bell Telephone Company is turning its promotional guns on men with this new newspaper campaign featuring various reactions of this "average" man.

Lift Michigan Sales Tax on Trade-in Value

Lansing, Mich., July 13.—A new ruling, exempting trade-in deductions on consumer units from retail sales taxes and expected to have a stimulating effect on sales in this category, was announced today by the state board of tax administration.

The ruling was sought originally on trade-in allowances on automobiles. William F. O'Meara, assistant director of the department, said the policy of applying the 3 per cent sales tax to the amount paid in cash over the allowance would apply to other items for which "articles of like kind are accepted in trade."

The new policy, in the opinion of the department, will result in only a small decline in total sales tax revenue. Widespread evasion had hitherto defeated the intent of the old law to collect full sales taxes on the purchase price, it was said.

Schneider with Borden

Formerly with the Interstate Advertising Agency, Cleveland, George Schneider has joined the Borden Advertising Service, Cleveland, as director of radio.

SELL THE Control Families OF RURAL AMERICA and you sell Rural America

RURAL retailers know Country Gentleman's Control Families. Country Gentleman is advertising consistently in The Saturday Evening Post and retail publications to show retailers the advantages of pushing products advertised in Country Gentleman.

Rural people spend almost twice as much for building purposes as people in large cities, figures of the United States Bureau of Labor Statistics show.

IN RURAL AMERICA the families who control the land, livestock, buildings and equipment also control social and business activity and set the buying habits (see opposite page). Families of leading agriculturists, merchants, bankers and professional men are the CONTROL FAMILIES—highly profitable customers for *any* business.

Their trade controls the profits of the best local retailers. They are high-profit customers—and these retailers are, in turn, high-profit accounts for manufacturers and jobbers.

High-profit rural sales outlets compare in number and in profits with high-profit city sales outlets. Many far-sighted manufacturers are selling them now. Their volume is essential to the manufacturer or jobber who wants his full share of profit.

The rural market, for which these CONTROL FAMILIES set the pace, is the source of 40 per cent of all retail sales. It is directly get-at-able, the country over, because 1,600,000 CONTROL FAMILIES read Country Gentleman—the leading magazine serving *their one common interest*, agriculture.

The CONTROL FAMILIES know Country Gentleman as *their own* magazine. And scores of advertisers know . . . from their own experience . . . that Country Gentleman interests and sells Rural America better than any other magazine or group of magazines.

Advertise in Country Gentleman. Let the CONTROL FAMILIES know you specifically want their business. They will interpret what you say in Country Gentleman—*their magazine*—as a message addressed *directly to them*. Country Gentleman, Philadelphia, Pa.

STOCK PHOTOS

Thousands of ready-to-use illustrations, on all subjects, are available for your inspection. Write, wire or phone . . .

KAUFMANN & FABRY CO.

425 S. Wabash Avenue • Chicago

Telephone Harrison 3135

Grant to Use Radio Program in Fall Drive

New York, July 14.—W. T. Grant Company will supplement its national advertising program, inaugurated this spring in *The American Weekly*, with a 13-week radio series, to begin Sept. 5, James C. McGrath, advertising manager, said today.

The radio series will be aired over 19 stations. The national campaign is in addition to local store newspaper advertising and will continue to combine an institutional theme with merchandising copy. Prior to the beginning of the radio series will be the start of the fall campaign in *The American Weekly*. This campaign will break Aug. 29 with a schedule of five color pages.

N. W. Ayer & Son, Inc., New York, is the agency in charge.

Webster to Don Lee

Richard W. Webster, formerly in the promotion department of the *Los Angeles Evening News* and *Illustrated Daily News*, has been appointed to handle sales promotion for the Don Lee Broadcasting System. His headquarters will be at KHJ, Los Angeles.

THEY LIKE IT LONG

Bradford Simpson, Jimm Daugherty agency radio director, and James D. Shouse, KMOX general manager, witness production of the recent St. Louis Dairy Company's eight and one-half hour schedule in a single day.

National Air Races Names Herbert Prentke

Herbert Prentke, Humphrey, Prentke & Associates, Cleveland, has been appointed to direct advertising of the National Air Races for 1937, and Ralph B. Humphrey, of the same agency, will handle radio publicity.

Walter C. Orr has been named publicity director. Newspapers, radio, direct mail and posters will be used.

Williams in New Post

Kenneth Williams, formerly with Filene's, Boston, has been appointed advertising manager of Lowell Jewelry Mfg. Company, Boston, which is opening a chain of credit jewelry stores in New England.

P. & G. FIRST TO SIGN KMBC BLANKET FORM

Kansas City, July 15.—Procter & Gamble Company, Cincinnati, is the first advertiser to sign the new blanket contract developed by Station KMBC, Arthur B. Church, president of the Midland Broadcasting Company, announced. The contract covers two 52-week programs, "Kitty Keene, Inc.," for Dreft, and "Ma Perkins," for Oxydol. Both are strips—the same time every day—and insertion orders come through Blackett-Sample-Hummert, Inc., Chicago.

Mr. Church, who was long a member of the standardization committee of the National Association of Broadcasters, believes that the new contract will be generally adopted by broadcasters.

How Contract Works

A separate form has been developed for individual programs, strips and announcements, and the buyer may sign any of the blanket contract forms on either a cancellable or non-cancellable basis. If he signs the blanket contract for program strips, for instance, with the non-cancellation feature in effect, he is protected against rate increases on quarter-hour program strips through the year period, and lowest strip rates on the station rate card current on the commencement date will apply on all insertion orders throughout the year.

If the advertiser chooses the cancellable type of blanket contract for program strips, he is entitled to earn maximum cumulative and retroactive discounts on all broadcasting of successive weekly quarter-hour strips within one year.

Rate increases, however, are protected only for 13 weeks, or for such longer period as the advertiser wishes to place non-cancellable insertion orders at rates current on the commencement date.

The blanket contract for program strips also entitles the advertiser to place insertion orders for individual program periods with additional discounts, depending upon the number of weeks actually used.

Mr. Church has also standardized nomenclature in the new contracts. "Specified time" is cancellable by the advertiser or movable by the station on two weeks' written notice; "guaranteed time" is neither movable by the station nor cancellable by the advertiser except at the end of any 13 weeks' period on 30 days' written notice.

Benny Leonard to Be An Advertiser

Benny Leonard, former lightweight boxing champion, whose restaurant in New York opened July 14, has appointed Callo-McNamara-Schoeneich, Inc., to direct its advertising. Jack Denove is account executive.

Rates them preferred customers—"The list you just showed me is representative of the better class of people in and around Salisbury. I believe that we can say that most of them are our preferred customers at this time."—E. R. White, Jr., White and Leonard, The Rexall Store, Salisbury, Md.

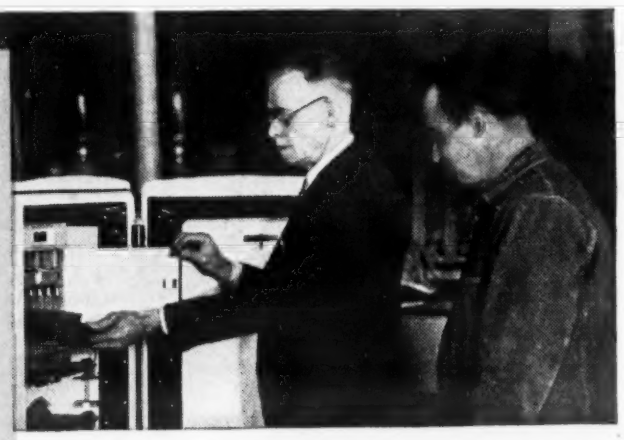
Recognizes own customers—"In examination of the Country Gentleman list of local readers, we find the majority of these names to be reliable people. Many of them are credit customers of ours, and buy nationally advertised merchandise."—Mrs. Mabel B. Werts, Ladoga Department Store, Ladoga, Ind.

Profits are higher in the Country Gentleman Market because:

1. Prices—and people—are more stable. 2. Volume per sale is greater—overhead lower. 3. Competition is cleaner; there are fewer high-pressure "deals." 4. Good rural stores buy in larger quantities than most city stores. 5. The CONTROL FAMILIES influence all the other rural families and in themselves represent the most profitable class of trade.

Which part of Rural America do you know best?

If you want the word of retailers on Country Gentleman's CONTROL-FAMILIES from some section you know well, write Country Gentleman and ask for it.



Traces sales to advertising—"We have just looked over your list of Country Gentleman readers at Lindsborg. We are surprised at the number you have and it is safe to say that 95 per cent of them are people that we contact with. We have found instances where sales have been easily made from the advertising seen in your magazine."—A. B. Train, Train Brothers, House Furnishings, Lindsborg, Kans.

Recognizes substantial citizens—"We have examined your mailing list for Country Gentleman. The circulation among our customers is much larger than we would have expected. Our trade is mostly with the country people and we find a great many of them on your list. Also the list includes a great many of our substantial Middletown residents."—H. E. Pelton, Pelton Hardware Co., Middletown, N. Y.

Has sold 21% of them—"I have just checked over your list of 225 readers in this neighborhood. I find that we have sold, since January 1, 1936, twenty-one new cars, twenty-one used cars and six trucks to people on this list. I would say that the people represent a high average of both farmers and professional and business men."—J. B. Dean, Ford Dealer, Mason, Mich.

COUNTRY GENTLEMAN

FIRST with the CONTROL FAMILIES of Rural America

528 IDEAS!

6 MEN IN YOUR ORGANIZATION WILL BENEFIT BY THIS BOOK!

Get this FREE 48 PAGE Colorful IDEA BOOK

World's largest label house offers "streamline ideas" and sensational values in a colorful, illustrated 48 page book! Send for your copy today.

CLIP THIS COUPON!

O. K. Ever Ready - Send me that colorful 48 page label book showing 528 modern ideas. No obligation, of course.

NAME _____

COMPANY _____

ADDRESS _____

Ever Ready LABEL Corporation
147-55 EAST 25th ST. • NEW YORK CITY, N. Y.

'36 LIQUOR TAX REVENUES TOTAL $865,000,000

Institute Report Forecasts '37 Increase

Washington, D. C., July 14.—A return to prohibition would eliminate state and Federal revenues which last year totaled $865,000,000 in taxes, licenses and customs receipts, the Distilled Spirits Institute, Inc., pointed out today in a detailed compilation by states and the Federal government.

In 1916, the last comparable pre-prohibition year, Federal revenue from spirits was $165,605,477, while in 1936, governmental income from the same source was $326,213,374, an increase of 97 per cent. State gross revenues from alcoholic beverages amounted to $19,264,893 in 1916 compared with $264,350,783 in 1936, an increase of 1,272 per cent.

1937 Increase Forecast

"These increases," says the institute's survey, "are attributable in part to increased consumption resulting from economic recovery and enlarged purchasing power, in part to increased tax rates, and in part to a reduction in amount of illicit liquor produced by bootleggers following a betterment of law enforcement work. We may expect a further increase in consumption of alcoholic beverages for 1937, and perhaps still further reduction in bootlegging, with consequent increases in public revenues from alcoholic beverages. But the bootlegger stands ready to recover lost ground whenever legislators disregard his capacity to take advantage of high liquor tax rates and seek to balance their budgets by the simple device of increasing the tax on alcoholic beverages."

"Complaints from some of the moralists," says the institute, "about the alluring liquor advertisements and against the newspapers for printing them, are beginning to bore the public." The institute quotes the *Charleston News and Courier*, which says editorially on this point:

"One does not suspect moralists of hypocrisy, but they sometimes forget to be reasonable. If they have anything upon which they think the public should be 'sold' why don't they buy the space and sell it to the public?

Gives Newspaper's Attitude

"Why do not the prohibition societies fight the liquor houses by buying as much space to advertise prohibition as the liquor companies buy to advertise whisky?

"The *News and Courier*, and most other publications look upon alcoholic liquors as merchandise and publishers are reluctant to set up as censors of advertising. Of course they are pleased to have the patronage of the liquor companies, as they are of drug, grocery, clothing and other stores."

PUBLIC SHOWS APATHY IN TROY RECORD QUERY

Troy, N. Y., July 13.—An interesting sidelight on the public's opinion of liquor advertising in newspapers was reported today by F. L. York, business manager of The Record Newspapers.

A minister in a small town near Troy inserted a blind advertisement, asking readers to express themselves on whether they desired liquor advertising in their newspapers. Only 17 replies were received from a total distribution of 33,000, Mr. York said, the 17, of course, objecting to liquor advertising.

The minister, Mr. York disclosed, has not inquired for the results.

TESTIMONIALS BACK MILK CAMPAIGN

"HE'S NOT SAFE
unless he gets a quart of Milk daily"
—DR. J.C. GEIGER
LUCERNE MILK
Its carry-home price helps you afford more
At Your Neighborhood Grocery — SAFEWAY

Testimonials are mobilized in the Lucerne Milk Company outdoor campaign in the San Francisco area, which is based on a "quart of milk daily" theme. Dr. J. C. Geiger, featured in this poster, is San Francisco health director. Continental Lithograph Company produced the poster. The agency is J. Walter Thompson Company, San Francisco.

New Gin Law Opens Markets for U. S. Grain

Springfield, Ill., July 12.—Governor Horner today signed the bill which throws Illinois into alignment with Iowa and Nebraska as the only states in the union requiring that gin and cordials be labeled "imitation" if they contain molasses spirits. Since the law opens a new market for grains, the possibilities have excited considerable attention throughout the country, including the nation's capital.

While some domestic companies produce molasses spirits, a large part of the total used in the United States is imported. The price differential in favor of molasses as against grain spirits is considerable and it has been the chief factor in encouraging the use of the former.

The new law, providing that the indicated word must be used on the label unless the entire alcoholic contents have been distilled from grains, will provide a new advertising weapon for distillers who have used grain spirits consistently, but have found difficulty in convincing users of gin and cordials that there is any salient difference in drinks produced with the two different materials.

The new label requirement, it is believed, will educate the public to the basic facts about materials, and at the same time give impetus to the movement to help American farmers by extending the same stipulations to other states.

McKellar Named

Frank M. McKellar, publisher of *Apartment House Journal*, Los Angeles, has opened an office at 318 W. Ninth street, Los Angeles, to represent *Western Home Magazine*, San Francisco. The magazine will begin publication in September.

Water Service to E-W

California Water Service Company, operator of 22 municipal water distribution plants in California, has named the San Francisco office of Erwin, Wasey & Co. as advertising counsel. Newspapers will be used.

Theis & Simpson Adds 3

Theis & Simpson, Inc., publishers' representatives, have been appointed by the *Vincennes Post*, Vincennes, Ind., *Winchester Sun*, Winchester, Ky., and *Journal-Chronicle*, Owatonna, Minn.

Clarke Named President

Norman R. Clarke, vice-president of the Westfield Mfg. Company, Westfield, Mass., since 1932, has been elected president, succeeding Edward H. Broadwell, new chairman of the board.

MERRITT TAKES AMERICAN WEEKLY TOGA OF GODDARD

Hearst Appoints Veteran Associate to Post

New York, July 13.—"When I pick up an issue that Merritt has gotten out I have to look it over twice to be sure it isn't my own."

The late Morrill Goddard, editor-in-chief of *The American Weekly* more than two score years, once made this statement about Abraham Merritt, who was appointed by William Randolph Hearst last week to succeed Mr. Goddard.

Abraham Merritt

Mr. Merritt worked under Mr. Goddard as associate editor 26 years and the statement made about the new editorial head was high praise indeed because of the almost legendary reputation of Mr. Goddard in the Hearst organization. The walls of the editorial rooms carried the slogan, "How would Goddard do it?" Mr. Merritt did it this way.

The Goddard formula was perhaps best reflected in his famous "Sixteen Elements of Human Interest," which were first published in his compilation of papers under the title "What Interests People and Why?" They have become landmarks to many advertisers in seeking understanding of what makes people buy.

Love is the first of the elements, including, as Mr. Goddard amplified, "concern for animals, sentimentality, sympathy and pathos." Hate is the next element, including revenge, envy, intolerance, cruelties, atrocities; fear the third, including cowardice, health fads, apprehension of evils, dependence, and vanity, the fourth including pride, false pride, swagger, egotism, beauty culture.

Evil-doing, the next, includes crime, scandal, immorality, deception, vice, dissipation; morality . . . uplift, humanitarianism, charity; selfishness . . . longevity and hope of future life; superstition . . . religion, credulity, mysticism; curiosity . . . mystery, inventiveness, morbidness, activities of the rich and prominent; veneration . . . reverence for men and customs, homage, beatification.

Ambition is the 12th element, including love of power, approbation, desire to excel, fashions; culture . . . includes art, literature, aesthetics; heroism . . . bravery, adventure, self-denial (inferiority complex, including hero worship); science . . . craving for knowledge, interest in abnormalities, prodigies, and No. 16, amusement . . . recreation, inventiveness, sports, contests, games, festivities, humor, absurdities, escape from boredom, and thrills.

Before Mr. Merritt came to New York to become associate editor of *The American Weekly*, he was with the *Philadelphia Inquirer*. In 1911 he was night city editor of the newspaper and also did some work as Philadelphia correspondent for Mr. Goddard.

One day he received a terse wire from Mr. Goddard, whom he had never seen: "I'll take a year's chance on you if you'll take a year's chance on me." Mr. Merritt took a chance and the year stretched to 26 years. Mr. Goddard discovered that Mr. Merritt was the only man he was able to find who "saw eye to eye with me in the magazine feature field."

Mr. Merritt was born of Quaker stock in 1884, at Beverly, N. J. After two years of law study, he answered the call to newspaper work, and joined the staff of the *Philadelphia Inquirer*, where he stayed until he came to *The American Weekly*.

Like his predecessor, Merritt is an expert in many sciences. Natural history, psychology, archeology, and botany are his particular interests. He has made several successful efforts at scientific fiction, and one of his stories was used as the basis of a motion picture, "The Devil Doll," starring Lionel Barrymore.

NECK-KNACK

National Distillers is distributing this new "bottle-neck" display card for Crab Orchard which takes no more counter space than the bottle itself. Copy ties in with Crab Orchard magazine advertising. Arthur Kudner, Inc., New York, is the agency.

Stretch to WHN

Harold Stretch, formerly of the Hearst Newspapers, has joined the WHN sales department, New York.

RATE ANNOUNCEMENT

It is stimulating to be in the field where *all* the magazines are making progress. It is gratifying to be that magazine in the field which has made the greatest progress of all.

• • • Pictorial Review-Delineator's newsstand sales today are up more than a quarter of a million copies over a year ago.

• • • Pictorial Review-Delineator's advertising is up fifty thousand lines this year, or a gain larger than that of all the other women's 10-cent magazines put together.

★ ★ ★

Pictorial Review-Delineator announces, effective with the January 1938 issue, an increase in base to 2,800,000 net paid copies. The rate remains at the announced $8,250.00 per black and white page.

Pictorial Review
Combined with Delineator

"FAN" MAIL . .

Gauged by this mail response, WHAS has a tremendous early morning listening audience far beyond its proven primary listening area . . .

OFFER—a fan
PROGRAM—The Morning Jamboree
TIME—7 to 8 A. M.
DURATION OF OFFER—3 weeks
RESULTS—

State	Number of letters rec'd.	No. of Counties heard from	Total Counties in State
Kentucky	8,261	120	120
Indiana	4,175	90	92
Ohio	1,511	75	88
Illinois	491	65	102
Tennessee	1,336	90	95
Total	15,774	440	497

Your message, broadcast over WHAS, will go into millions of homes in the richest part of the middle west, morning, noon and night.

WHAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

★

REVERSES EMPHASIS

WHAT'S THE MATTER PAULINE ? CAN'T YOU SLEEP TONIGHT ?
NO, ALICE ! THERE'S A MOSQUITO IN MY ROOM
I'LL JUST SPRAY WITH FLY-TOX. YOU WON'T BE TROUBLED AGAIN
OH, THANKS SO MUCH, ALICE - I LIKE THE PERFUME OF FLY-TOX
FLY-TOX

Rex Research Corporation, Toledo, has launched a new campaign in 300 daily newspapers, for Fly Tox, taking emphasis off dire happenings to the marauding mosquitos to stress the consumer's pleased reaction.

Solid Comfort Is New Theme for Fly Tox

Cleveland, July 14.—Rex Research Corporation, Toledo, this week departed from long used copy, which hammered at filthy flies and mosquitoes, in favor of a "solid comfort" theme in a campaign, launched in 300 daily newspapers, portraying its Fly Tox as the guarantee of comfort in home and cottage.

People today are "comfort minded," it was pointed out, and the new copy takes advantage of this. The company is one of the first to get away from the "danger-disease" theme in presenting an insecticide.

The campaign is presented with a double viewpoint. Both the pests and the hitherto pestered give their story. Amid cool and enjoyable surroundings of house and cottage, the relieved residents tell how Fly Tox brought them comfort. Other copy will depict the saddened state of the insects who were forced to flee before the spray.

Gordon Vlchek agency, Cleveland, is in charge of the campaign.

Sheets Named Head of Portland Cement

Frank T. Sheets has been elected president of the Portland Cement Association, Chicago, effective Sept. 1.

Mr. Sheets succeeds Edward J. Mehren, resigned.

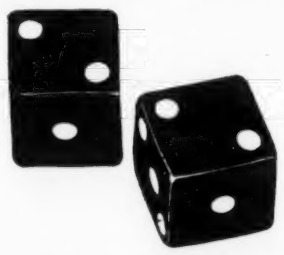
Boe Adds Duties

H. F. Boe has been appointed commercial manager of Westinghouse Electric & Mfg. Company, Pittsburgh, and will retain his post as Eastern district manager. His headquarters will be in the Union Bank bldg., Pittsburgh, and 150 Broadway, New York.

National Adds Avery

Herbert I. Avery has joined the sales staff of National Process Co., New York. He has been sales manager of Third Dimension Electrical Displays, and was formerly vice-president, Palmer Advertising Service, both of New York.

LITTLE JOE IS EASY TO MAKE



Four stands for the response of four per thousand circulation which many coupon advertisers have got without any trouble from this big little magazine that is read every week by the best customers of 6,600 chain grocery stores.

THE FAMILY CIRCLE MAGAZINE

Parva to Muller

Parva Products Company, New York, maker of buckles, fasteners and Parva Bucklette, has appointed J. P. Muller & Co., New York, to direct its advertising. Ben Sackheim is account executive.

Hearst Radio Moves

Hearst Radio has moved its New York executive and sales offices from 959 Eighth avenue to 20 E. 57th street, tripling the space formerly occupied in the Hearst Magazine bldg.

Boyd Promoted

Maurice M. Boyd, of the national spot sales division of the Eastern sales department of National Broadcasting Company, New York, has been appointed head of the division.

Golfer Bobby Jones Buys Coca-Cola Co.

Pittsfield, Mass., July 14.—Bobby Jones, famous golfer, has purchased the Berkshire Coca-Cola Bottling Company from Cameron Brothers. Personal management will be given to Charles E. Newton, Jr., Griffin, Ga., who has been sales manager of Western Coca-Cola Bottling Company, Chicago, for the past year. Bobby Jones' father, Robert P. Jones, is general counsel for all subsidiary bottling companies of the Coca-Cola Corporation.

Movies Spent 70 Million in '36 Advertising

New York, July 13.—The motion picture industry last year devoted more than 50 per cent of the cost to produce films to advertise the finished pictures and keep America movie-minded, according to the 1937-38 *International Motion Picture Almanac*, published this week by the Quigley Publishing Company, New York.

Production expenditures are reported as $135,000,000 for 1936 while advertising budgets totaled $70,500,000. Newspapers and magazines received the lion's share of the latter, or $58,000,000; outdoor, $7,500,000; and miscellaneous advertising and publicity, $5,000,000. As many as 15,000 separate insertions were placed daily last year in the various media, according to the almanac estimate. For the world's film industry, advertising figures last year are stated to have reached one hundred million dollars.

Spend Money Continuously

The high ratio of advertising to production costs would seem to bear out the contention of Terry Ramsaye, almanac editor, that "the motion picture flings back to the world the money collected from it, continuously in a flow of spending, as unending as the flow of production itself."

970,000 Detroiters

Covered by The Detroit News Regularly

646,000 Covered by The News EXCLUSIVELY

Largest TOTAL weekday circulation in Michigan; largest trading area circulation both weekdays and Sundays of any Detroit newspaper.

Two factors make Detroit a bright spot for sales just now. One is the exceptional prosperity enjoyed by America's fourth city; the other is the superb coverage of homes possible through one medium—The Detroit News.

Employment figures for the first five months of 1937 show Detroit ahead of the same period of 1936 and with a higher employment index than at any time since 1929. Latest figures for department store sales show retail business up 12% over a year ago; automotive production is averaging as high as during the corresponding period of 1929, and automobile deliveries for Detroit are the highest (at present writing) ever recorded except for May and June, 1929. So much for those who think strikes have paralyzed Detroit.

If you yearn for the good old days of '29, come to Detroit. And if you come bearing goods, employ The News, which goes into 63½% of all Detroit newspaper reading homes, covering 974,000 people. 42% of Detroit's newspaper reading homes take no other paper. Not only that, but News circulation is densest where income is highest. Take the summer slump in your regular stride by concentrating on Detroit and The News.

The Detroit News

THE HOME NEWSPAPER

New York I. A. KLEIN, *Inc.* — *Chicago* J. E. LUTZ

Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Publicist Says Draw a Line on Publicity

To the Editor: The letter from "Agency President" published in your issue of July 5 brings up a point regarding publicity which has come before our consideration many times in the 15 years of our operations—namely, the demand upon agencies by clients for the preparation and distribution of publicity material.

Without discussing the average agency's ability, contacts with the press, and the many other phases of publicity work, we point out that such a policy as "Agency President's" client pursues is a "penny wise pound foolish" one. Said client would hardly expect his own barber to shine his shoes, though both are located under the same roof. Each provides a distinct and separate service and is paid accordingly. Their services, though part and parcel of the same beautifying process, are not interchangeable.

The advertising client who demands free publicity service as part of his agency's obligation is almost in the class with the commission cutback client—and he gets just what he deserves in either case, inferior or incomplete publicity or advertising services.

The wisest agencies are those which regard their own work, and that of a good publicity organization as separate and distinct, and demanding specialist and expert treatment.

We can sympathize with "Agency President"—but not with his client who, sooner or later, will expect his agency to go out and actually operate stores, sell goods across the counter, and possibly take a hand in the actual manufacture of the product!

MILTON V. O'CONNELL,
H. A. Bruno & Associates,
New York, N. Y.

▼ ▼ ▼

Business Editor Gives Views on Publicity Pay

To the Editor: In a recent issue of ADVERTISING AGE an agency president complains of a client's demands for 15 or 20 publicity articles per month as a part of agency service without extra compensation. He describes this client as using "a large volume of extremely low rate trade paper space and direct mail advertising," and while he has no objection to preparing an occasional publicity article for a client without charge, he balks at the volume of such "handouts" he is asked to prepare free.

As a so-called "trade paper" editor I have a suggestion to make to this agency president, which is that he question business editors on their attitude toward such publicity material. He might be surprised to find that self-respecting editors maintain a special waste-basket for such mail, and the chances are such waste-baskets have to be emptied more than once a day.

There is a certain amount of informational material of this character coming to the business editor's desk, but the great bulk of it is advertising thinly disguised and of no value to the reader. The agency copy writer might be wasting his time and his client's money (if the client paid him, as he should).

That is, unless this "large volume of low rate trade paper space" is placed in the type of business paper whose editor has no such waste basket. In which case it isn't worth much to the client, anyway, and the agency ought not to be asked to produce it, either with or without compensation.

BUSINESS EDITOR.

▼ ▼ ▼

United Has Operated in Canada Nearly 3 Years

To the Editor: ADVERTISING AGE is punctiliously correct but erred on page 18 of the June 21 issue, stating that an airline other than United Air Lines was the only company offering present scheduled service into Canada, in telling of the solicitation of Eastern Canada business into British Columbia.

Actually, the facts are that United is the only United States company serving British Columbia, having operated twin-engined transports from Vancouver to the East and to California for nearly three years. These eastbound planes connect at Eastern points for Eastern Canada business in such cities as Toronto and Montreal.

HAROLD CRARY,
Vice-President of United Air Lines in charge of Traffic and Advertising,
Chicago, Ill.

▼ ▼ ▼

Wally-Edward Marriage Subtlety Affects Copy

To the Editor: Here is a "typical" model in line drawings of newspaper copy of the Maurice L. Rothschild Company, Chicago clothing store.

Nothing in copy proclaimed the change but note the subtle tie-up re-

cently when the Duke of Windsor was making Mrs. Simpson his bride. *La Rothschild* seems to have had a very apparent change of face.

COPY SPOTTER,
Chicago, Ill.

▼ ▼ ▼

Both Sides of Label Promote Prima Sales

To the Editor: Labels on our Besser Beer bottles carry pictures of series of cards so arranged that several games can be played with them.

We have tested this added feature over quite a long period and the reactions of our distributors and their customers have proven even more favorable than we expected.

On several occasions I have watched men in taverns enjoying our beer and having a lot of sport comparing the values of their respective labels. And repeat sales just naturally follow.

Modestly, though proudly, I admit paternity of the idea.

H. GILDSORF,
Advertising Manager, Prima Company,
Chicago, Ill.

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W. C. T. U. Range Widens

To the Editor: May we express our sincere appreciation for the attention accorded our convention in Washington in your issue of June 14.

This emphasizes our conviction of the editorial breadth of your publication, shown so frequently in recent months in its portrayal of the rapidly widening range of education program being inaugurated and carried on by the Woman's Christian Temperance Union, both here and abroad.

F. D. L. SQUIRES,
Research - Publicity Counsel, Woman's Christian Temperance Union,
Evanston, Ill.

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Mr. Wile Comments On County Breakdowns

To the Editor: I read your story of Mr. Harn's talk re "markets," in the June 28 issue as I do everything in your good newspaper, but must take exception to a couple of statements he makes.

But first let me compliment him for paragraph two, "That each type of retail store has a different area," as that has been the preachment of our organization since its inception and is so true it allows no contradictions. But how can he reconcile this with paragraph six, under "Seven point program," and draw circles to show a town's market area? This would be 100 per cent wrong as no real area has an even circle of trade.

In paragraph one, he states, "Owing to the impossibility to find a workable formula," etc. Such a plan is worked out and can easily be obtained. Also, Mr. Harn recommends circulation by counties. Of what good is that information to a space user or buyer, as there never yet has been a law passed or a condition such that will make it impossible for a prospective customer of any town to cross a county line in order to reach his objective market. Also, you cannot by the widest stretch of imagination compute on an adding machine or by percentages just what part of any given county belongs to this market or that.

The trouble with most surveys and market delineations is that they are made to prove something or to adjust a situation between two publishers, which situation has already just about been decided on, and not to find the facts as they really are regardless of whose toes are being trampled upon.

ALAN R. WILE,
Glidden, Murphy & Wile, Market Counsellors,
Chicago, Ill.

UTILITY PUTS LIFE INTO HISTORY

F. J. Hatch, of the Wisconsin Public Service Corporation, shows the editor this pictorial evidence of turning dull history into live use. Thrifty Van Penny (center), WPSC's new trade character, is derived from van Helmont, of Antwerp, credited with discovering gas in 1609. A. C. Roehl, research department (left), and Dale Remington, advertising manager, surround Thrifty.

TROY

Per Capita Sales

$409.79

$409.79

$409.79

$409.79

$409.79

$409.79

$409.79

$409.79

Troy, with total per capita retail sales of $409.79, tops the $388.83 combined average for New York, Chicago, Philadelphia, Detroit and Los Angeles by more than 5%, a study by Sales Management shows. Thus family for family Troy holds greater opportunity for the merchandiser than do the nation's 5 "big towns."

Actually Troy's sales potential is far greater than city figures alone indicate, for within a 4-mile radius of its shopping district also lie Watervliet, Green Island, Cohoes and Waterford, giving the Troy A.B.C. City Zone a total population of 119,324 persons with an effective buying income of more than $83,526,800 yearly.

The newspaper advertiser gets far more for his dollars in Troy than in many other cities. It costs less to influence buying habits here than in any other major New York State market because one medium—The Record Newspapers, sole Troy dailies—reaches more than 4 out of every 5 City Zone homes and the flat rate for both local and national advertising is only 10c a line.

32,655 Net Paid
March, 1937, A. B. C.
Publisher's Statement

THE RECORD NEWSPAPERS

J. A. VIGER • ADVERTISING MANAGER

DEVISE METHOD TO GAUGE GAS STATION SALES

Chicago, July 14.—Details of a new sales promotion plan, designed to aid major oil companies in their fight against turnover in dealers and a slackening of sales other than gasoline, were outlined today by Raymond Shaw, president of the Shaw Publishing Company and marketer of the plan.

The plan, as explained by Mr. Shaw, is based on the fact that for every 1,000 gallons of gasoline sold by a service station, there should also be a certain amount of sales of related products and services. Automotive manufacturers, for example, specify that an automobile should be thoroughly lubricated every 1,000 miles. By estimating the total number of miles driven on 1,000 gallons of gasoline at an average of 15 miles per gallon, and then dividing this by 1,000 or 1,500, the dealer is shown the number of lubrication jobs he should reasonably obtain from the gasoline sale.

The presentation to be used by the salesmen for the oil companies consists of a sliding card system. Setting one card at the total number of gallons of gasoline pumped monthly by the station, the dealer is shown at a glance what his total profit should be, including subsidiary sales based on percentages worked out in the same manner as that for lubrication jobs.

Estimates Dealer Profit

Another breakdown on this "Balanced Selling" chart, as the presentation has been named, is the daily average that the service station men must maintain in all types of sales to constitute a proper gross monthly profit.

According to Mr. Shaw, the presentation has gained an active response from service station managers as well as from the oil companies. Few of these dealers, he pointed out, have done anything at all to push subsidiary sales, and have not been aware that the probability of such sales might actually be estimated from the gasoline output.

Tieing in with the anticipated use of this presentation by the oil companies is a series of articles in *Lubrication and Maintenance*, published by the organization of which Mr. Shaw is president, on "Balanced Selling," and keyed to the points emphasized in the form chart used by the oil company salesmen. The series will deal in turn with each phase of the program.

Golden to Craftsmen

Sam Golden, formerly with National Studios, Inc., New York, has joined Craftsmen Photo Company, Inc., New York, as photographic and slide salesman and general adviser.

Plan Inter-City Meeting Sept. 18-19

"Consumer Relations" will be the theme of the fourth annual Inter-City Conference of Women's Advertising Clubs, to be held at the Hotel LaSalle, Chicago, Sept. 18-19.

Anna Steese Richardson, *Woman's Home Companion*, will be one of the principal speakers at the Saturday luncheon session, and DeLoss Walker, *Liberty*, will speak at the Saturday night banquet.

Greene Appointed

The W. H. Greene Company, Chicago, has been appointed national sales representative by the American Poster Corporation, Milwaukee. The Greene company was recently organized by W. H. Greene, formerly with the J. D. Lewis Company, Chicago.

Coming Conventions

Aug. 23-27—Photographers' Association of America annual convention, Stevens Hotel, Chicago.

Sept. 11-19—National Printing and Allied Trades Exposition, Coliseum, Chicago.

Sept. 13-16—Annual convention, Financial Advertisers Association, Syracuse, N. Y.

Sept. 22-24—National Industrial Advertisers Association annual convention, Edgewater Beach Hotel, Chicago.

Oct. 4-7—Mutual Insurance Advertising-Sales Conference, Pantland Hotel, Grand Rapids, Mich.

Oct. 10-13—Mail Advertising Service Association annual convention, Hotel Cleveland, Cleveland.

Oct. 13-15—Direct Mail Advertising Association annual convention, Hotel Statler, Cleveland.

Oct. 19-20—Inland Daily Press Association fall convention, Sherman Hotel, Chicago.

Oct. 21-22—Pacific Coast Meeting, American Association of Advertising Agencies, Hotel Del Monte, Del Monte, Calif.

Oct. 25-28—Advertising & Sales Club of Toronto, Inc., annual exhibition, Royal York Hotel, Toronto.

Copy Gauge Offered in Pre-Publication Test

W. S. and A. J. Townsend, New York, have published the results of comprehensive copy tests in a booklet titled, "Why an Advertisement Succeeds or Fails."

The booklet describes examples of research leading to the 27 basic selling elements developed by the authors as essential to successful copy and explains how copy in a variety of fields may be tested prior to publication as to the percentage of these selling elements it holds.

Chatham Joins A. N. A.

Chatham Mfg. Company, Winston-Salem, N. C., has been elected to membership in the Association of National Advertisers, and will be represented by C. Wyman Poor.

From salt ocean fog through burning deserts to mountain snows—those are the climatic conditions the Pacific Gas & Electric Company's signs must endure. So naturally—they use porcelain enameled signs—and have for the past 25 years. Following standardization of company colors (1925), the last of their earliest signs were taken down—"as good as new" after 15 years of service in all sorts of weather.

Porcelain enameled signs *keep on selling.* They *stay* bright. Their selling efficiency is permanently applied in fadeless minerals. Porcelain enameled signs are not only the most efficient but by far the most economical. Write today for a free copy of our book: "Porcelain Enameled Signs."

Here are only two of the thirty different kinds of Pacific Gas and Electric signs. From neon-display signs to placard "Warning" or "Hoist" signs, P. G. & E. insist upon porcelain enamel. They know from experience they tell the story best for the longest period of time.

EDUCATIONAL BUREAU
PORCELAIN ENAMEL INSTITUTE, Inc.
612 North Michigan Avenue
Chicago

PORCELAIN ENAMEL THE Lifetime Finish

"I Am Your Letterhead"

If your letterhead could talk, would it speak proudly of your organization? Would it tell the story of a modern, progressive business—or would it perhaps be a little ashamed of its appearance?
It is a well-known fact that letterheads DO talk, and that yours is either speaking for—or against—you. A modern, well-designed letterhead is a superb investment. It reflects character, instills confidence. Yet such a letterhead *need not be costly*—and *will not be costly* if you order from us.

SEND FOR FREE PORTFOLIO

Write today—or merely pin this advertisement to your letterhead—and mail to us; we will send you FREE and without obligation a copy of our newest Portfolio of Modern Lithographed Letterheads, also a complete price list, showing prices on six grades of paper.

UNIVERSAL LITHO. & STATIONERY CO.
4317 DIVERSEY AVE., CHICAGO, ILL.
TELEPHONE SPAULDING 7000

MORE GOOD WILL COPY URGED BY SCANDINAVIANS

Congress Sees Rise of Nationalism, Research

Stockholm, Sweden, July 2.—Emphasizing the need for advertising as a creator of good will in boom times, and as a servant to both business and society, the fourth Pan-Scandinavian Advertising Congress, which concluded last week, focused the attention of 600 delegates from four countries on such trends in the field as increased nationalism and a more intensified use of research.

The importance of social responsibility in Scandinavian advertising was reflected in the address of Tom Bjorklund, Swedish chairman of the Congress, who declared that Scandinavian advertising had moved into maturity from adolescence in the past 10 years; that it had "dropped its lisp and become grown-up."

Other highlighted speakers were Sweden's Prime Minister, Per Albin Hansson, and the Crown Prince.

Criticism was voiced of the Scandinavian tendency to view advertising as a necessary evil or as a weapon of last resort in times of economic stress. Congress leaders advanced a newer concept in which advertising was pictured as a creator of good will during days of prosperity, good will which might be stored and cashed in upon at a later date when business might not be so flourishing. The timeliness of this view is emphasized in the current Scandinavian business situation. It is pointed out that depleted stocks and a backlog of unfilled orders, resulting from a wave of prosperity, have made many advertisers reluctant to follow through at present on regular campaigns.

Research is New Field

Research, which is comparatively new in Scandinavian advertising, also received much attention from the delegates. A picture different from that in America is presented by these countries where the bulk of business is done by companies which would be considered small in the United States. Most of these companies are consequently unable to maintain their own public relations staffs or promotional organizations, with the result that a number of small advertising bureaus flourish.

Such agencies have, in the past, confined themselves to preparation of copy and layout. It is only recently that a trend has developed toward more thorough research and pre-selling work. Heightened interest in market analysis, new packaging and product appeals have likewise caused advertisers to turn to these bureaus with increased confidence, it is reported.

Nationalism, as opposed to copying ideas gleaned from the foreign press, received support of the Congress. Delegates were unanimous in advocating a change from a set-up which produced "American advertising, although managed and directed by Scandinavians."

The interest of the public as well as of those in the field was sought by the Congress this year in the staging of a pre-convention campaign. Keynoted to the themes, "Advertising Serves Society" and "Advertising Builds the Future," this campaign utilized window displays, stickers, and handbills in profusion for a two-week period prior to the Congress. The public was also invited to sit in on several of the sessions.

MARKET ANALYST
Consulting Executive for Large Corporations
Intelligence—Experience—Organization—Execution—
ARTHUR C. WEICK COMPANY
20 W. Jackson Blvd. Chicago
Wabash 5379

HEINZ TELLS HOW TO COOK IN SUMMER

New H. J. Heinz Company counter display for soups features distribution of its "Quick Meal" menu book for hot housewives. The display also enables effective tie-up of related products. Maxon, Inc., is handling the promotion.

NEED FLEXIBLE PRICE LADDER, IS STRAUS VIEW

New York, July 13.—Emphasizing the existence of psychological price levels at which goods sell in volume, Ralph Straus, secretary, R. H. Macy & Co., in a talk before the Sales Executives Club here today struck a variation on the familiar Macy anti-price-fixing theme in declaring that retailers can set prices which are psychologically sound only by maintaining a flexible price structure.

"No scientific method has been discovered for establishing prices that will appeal to large masses of consumers and, consequently, the trial and error method must be employed," he asserted in giving examples of variable results obtained from reducing the prices of items by from 5 to 20 cents.

He cited one instance when towels priced at 29 cents sold as well as when they were priced at 24 cents, but a stampede resulted when these same goods were advertised to sell at 19 cents. In another case, sales of men's hats, originally selling for $1.97, dropped 50 per cent when the price was increased to $2.15. On the other hand, he asserts that a few cents difference in the price of quality goods has little effect upon sales volume, so that a set of Bobby Jones irons can be sold as easily at $9 or $8 as at $8.50, the current price.

Playlets In Symposium

Mr. Straus' thesis that the right price must be quoted to the right person at the right time was one of a number advanced in a symposium conducted on "How to Thaw the Ice Out of Price."

Harry Simmons, sales manager, the Heinn Company, who was first on the program, declared salesmen should not be ashamed that their products cost so much but rather be proud that they are worth so much. J. G. Lyons, sales promotion manager, and T. J. King, sales manager, represented the New York Telephone Company in a sales skit built around the theme of selling added telephone service to a druggist by presenting the cost not as expense outgo but as expenditure to obtain increased income.

In an act featuring a salesman and his sales manager, Fenn K. Doscher, sales promotion manager, Lily-Tulip Cup Company, advanced the argument that it is necessary to sell the price along with the product and not allow it to become an anti-climax to a sales presentation. This can be done, he stated, by selling souffle cups to restaurants, for example, not as paper cups as such but as food control aids.

How the Hoover Company, Chicago, which has sold 4,500,000 vacuum cleaners, overcomes price resistance also was presented in playlet form by W. W. Powell, sales training director. This meeting marked the end of the season's luncheon sessions.

SPOTS FEATURES

City Ice & Fuel Company, Cleveland, has developed this illuminated floor display for Vitalaire refrigerator which flashes spots of light in sequence on 21 features of the refrigerator, focusing on each spot long enough for the salesmen to add verbal emphasis to the display.

North Carolina Has Uniform Liquor Prices

A uniform liquor price list went into effect in every North Carolina alcoholic beverage control store July 2. Prices range from 50 cents a pint for the cheapest gin and whisky to $5.05 a quart for bottled-in-bond liquor.

Counties must pay the 7 per cent sales tax to the state from profits and pass no portion on to the customers.

Grunow Chairman of General Household

William C. Grunow has resigned as president of General Household Utilities Company, Chicago, to become chairman of the board, a newly created position.

Harry Alter, sales manager, was named president, succeeding Mr. Grunow. Mr. Grunow, it was announced, will center his activities on research.

Pike Joins Omnibus

Eugene H. Pike has been appointed to direct advertising of the Omnibus Advertising Corporation, distributor of advertising cards in several New York bus lines. He was formerly with New York Theatre Program Corporation, New York *Evening Post*, *Herald Tribune*, and General Outdoor Advertising Company.

KWOS Appoints Weed

Weed & Company, radio representatives, have been appointed to represent KWOS, Jefferson City, Mo. Otto Schultz, formerly with KMOX, St. Louis, also has been named manager of KWOS.

Start Yermat Drive

Clicquot Club Company, whose agency is N. W. Ayer & Son, Inc., has started newspaper advertising for Yermat, brewed from yerba mate, a South American herb.

N. B. Hart Changes

Neville B. Hart, direct-mail specialist, has joined Harford-Hussey-Woodward, Inc., "selective advertising," New York.

Aaron and Crockett Join Stewart-Warner

W. H. Aaron, Jr., has been appointed by Stewart-Warner Corporation, Chicago, to direct Alemite national advertising and merchandising. He was formerly assistant advertising manager of John F. Jelke Company, Chicago.

J. E. Crockett, formerly with Montgomery Ward & Co., has been appointed assistant to Mr. Aaron.

"Journal" Station WAGA Starts Aug. 1

Station WAGA, Atlanta, Ga., maintained by *The Atlanta Journal* in conjunction with the Liberty Broadcasting Company, will begin operation Aug. 1, and will be an NBC Blue network affiliate.

The Liberty Company formerly maintained the station as WTFI, Athens, Ga. *The Journal* also operates Station WSB.

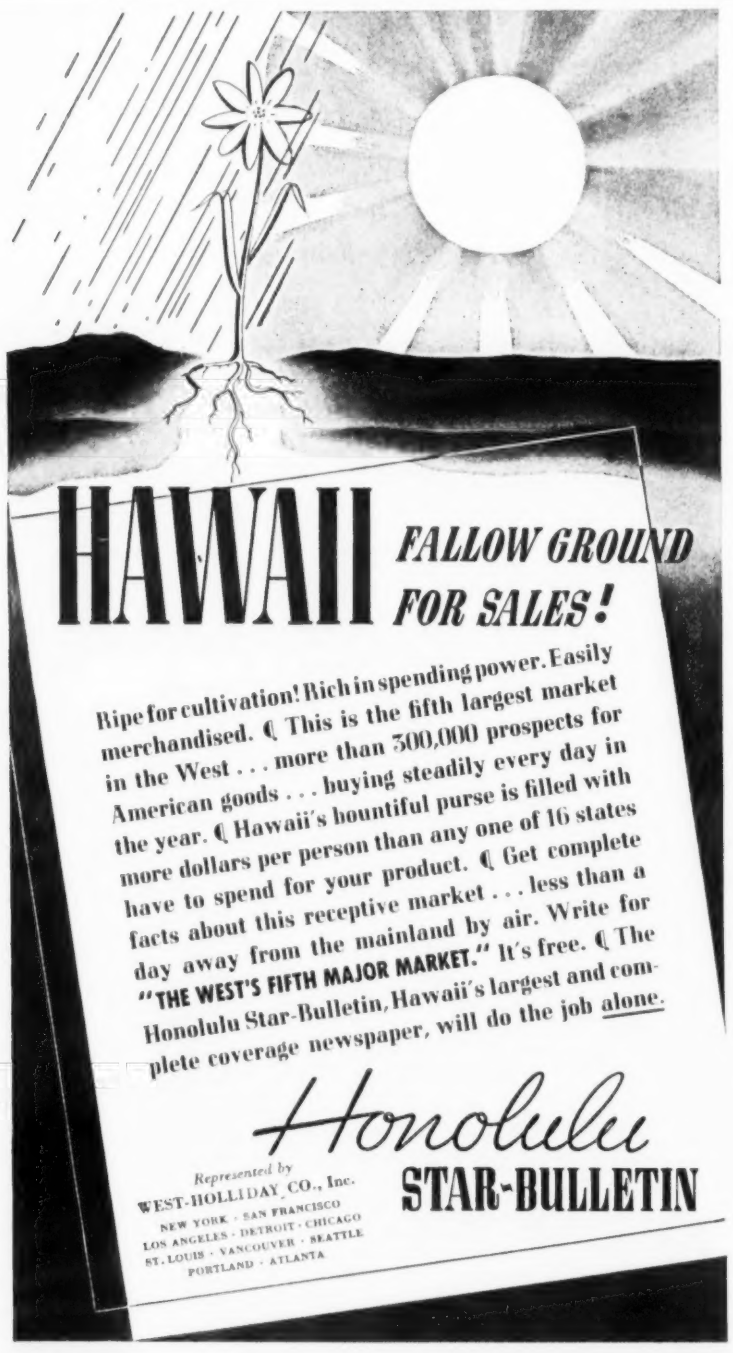
Carolina to Brantley

Carolina Sales Corporation, Greenville, N. C., has appointed J. Carson Brantley Advertising Agency, Salisbury, N. C., to handle its advertising. Newspapers, radio and posters will be used. The company is distributor for appliance manufacturers.

Gilbert Heads NRHA

C. C. Gilbert, president of F. M. Gilbert & Son, Oregon, Ill., was elected president of the National Retail Hardware Association at the annual convention in Los Angeles.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

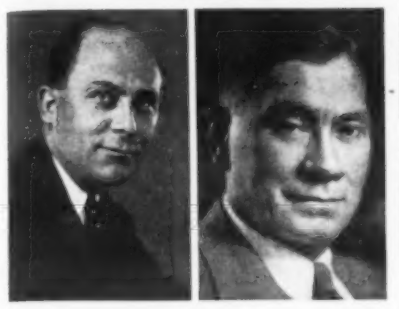

HAWAII
FALLOW GROUND FOR SALES!
Ripe for cultivation! Rich in spending power. Easily merchandised. ¶ This is the fifth largest market in the West . . . more than 300,000 prospects for American goods . . . buying steadily every day in the year. ¶ Hawaii's bountiful purse is filled with more dollars per person than any one of 16 states have to spend for your product. ¶ Get complete facts about this receptive market . . . less than a day away from the mainland by air. Write for "THE WEST'S FIFTH MAJOR MARKET." It's free. ¶ The Honolulu Star-Bulletin, Hawaii's largest and complete coverage newspaper, will do the job alone.
Honolulu STAR-BULLETIN
Represented by WEST-HOLLIDAY CO., Inc.
NEW YORK · SAN FRANCISCO
LOS ANGELES · DETROIT · CHICAGO
ST. LOUIS · VANCOUVER · SEATTLE
PORTLAND · ATLANTA

NOT WRITTEN IN THE *Order*

We are great scanners of orders; rarely does a detail escape us; the microscope of Care brings out every instruction. But we're great readers, too, *between the lines.* We know, by instinct and experience, just what you are really trying to accomplish in reproduction, speed, artistry—*and you get them.*

PARTRIDGE & ANDERSON COMPANY
PHONE: HARRISON 3732
712 FEDERAL ST. • CHICAGO, ILL.
Nickeltypes • Tenaplates • Matrices • Stereotypes

CHIEF EXECUTIVES



David A. Wallace (left), former vice-president in charge of manufacturing, is newly-appointed president of Chrysler Sales Division, Chrysler Corporation. Clarence T. Hageman has stepped from the post of commercial manager to manager of WTCN, Minneapolis Tribune, St. Paul Dispatch-Pioneer Press station.

LABEL CAMPAIGN TO FILL CONES WITH GOLDENROD

Chicago, July 15.—In what is said to be one of the first attempts ever made to induce children to specify the ice cream which goes into the inexpensive, but popular cone, Goldenrod Ice Cream Company this week launched over Station WGN, Chicago, a program both glamorous and educational. The latter feature so impressed the Chicago Park Board that it has agreed to give Goldenrod the names of 10,000 children who frequent the city parks.

The radio program relates the adventures of a school teacher who is escorting three children on a European tour. Next week the party will reach France and the radio program will offer as a premium with every ice cream cone any one of five French hotel labels which are available.

Travels Through Europe

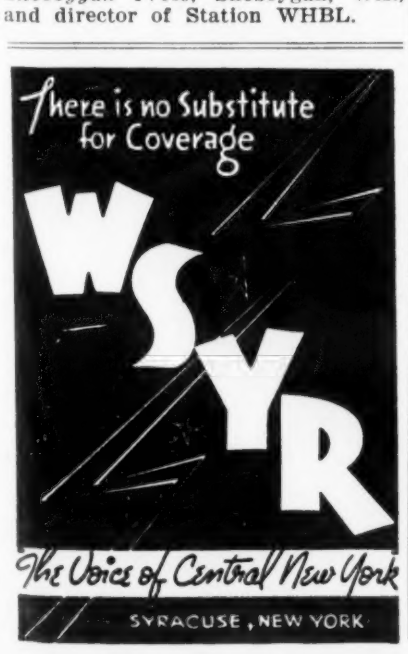
In subsequent weeks, the tourists will inspect 11 other European countries, and appropriate souvenirs of each in the form of hotel labels will be given away through Goldenrod dealers.

A preliminary step involved production of a 10-page booklet, carrying maps of all of these countries, with a brief but authentic description of each. This material was written for Salem N. Baskin Advertising Agency, in charge of the campaign, by an expert in the atlas field. The booklet makes it possible for children to follow the adventures of the travelers without difficulty.

Equally true to the originals are the hotel labels, use of which forced the agency to get permission from each of the copyright owners. The run on the booklets was 100,000 and that on the labels many times that number. Millar Publishing Company handled the first task, American Offset Corporation the latter.

To "Sheboygan Press"

H. P. Furstenau has been appointed promotion manager of the *Sheboygan Press*, Sheboygan, Wis., and director of Station WHBL.



Pioneer Announces Magazine Schedule

Pioneer Suspender Company, Philadelphia, will use *Collier's*, *Esquire*, *Life*, *The New Yorker* and *Time* in its fall campaign, field representatives were told at the annual sales convention at headquarters. The fall promotion also marks the company's 60th anniversary.

An elaborate window and counter display campaign has been created by Merchandising Arts, Inc., embodying retailers' ideas of the most effective material.

"Sports Illustrated" Rep

Dougan & Bolle, Chicago, have been appointed Chicago representatives of *Sports Illustrated*, New York. J. G. Ashenhurst will be in charge.

Linen Group to Press for More Accurate Label

New York, July 13.—The Linen Trade Association, working with the Federal Trade Commission, is intensifying its fight against misleading advertising of part linen fabrics, Harry Radcliffe, secretary of the association, said today, and is planning a trade practice conference with the FTC in the near future.

For more than a year the linen group has been helping better business bureaus search out misrepresentation, but has taken no aggressive action. Now, according to Mr. Radcliffe, the association is ready to file complaints with the FTC, and aid in prompt local prosecutions, if necessary.

Against Government Regulation

Fabrics manufactured of spun rayon and linen are one of the association's biggest headaches. In some cases, Mr. Radcliffe said, fabrics with a linen content as low as 1 per cent are labeled "linen," and the fact that rayon is used in the making of the fabric is inconspicuously noted. The association does not believe, however, that complete labeling of content percentages is needed. As for government regulation, Mr. Radcliffe expressed concern over its potential dangers.

Sharpe to Direct North Carolina Campaign

William P. Sharpe, formerly with *Twin City Sentinel*, Winston-Salem, N. C., has been named publicity director of the state's $250,000 advertising campaign.

He has opened offices in Sir Walter Hotel, Raleigh.

Rae in New Post

Walter Rae, formerly advertising manager of the *Palladium-Times*, Oswego, N. Y., has been appointed assistant advertising manager of the *Telegraph-Herald*, Dubuque, Ia.

KWJJ Joins Mutual

Station KWJJ, Portland, Oreg., will become the Portland outlet for the Mutual Broadcasting System Sept. 1.

1 "Mrs. Youngmother? This is Harriet Youngthing. That drug store's gone and got us mixed up *again*. There's another perfectly *enormous* package of stuff here for you."

2 "Yes, and they've sent me your butterscotch caramels. Isn't it annoying?"

3 "Wouldn't you think just the difference in the size of our orders would keep them straight? Why, with that family of yours, you must buy more stuff every week than I buy in a *year*."

4 "Yes, a family does make S-O-M-E difference in your drug bill . . . just you wait and see!"

Don't *you* get mixed up about who buys the most drug store products. It isn't just "women". it's a special *kind* of women. It's the women who are running homes, bringing up children . . . these and nobody else. How to reach these biggest drug store spenders? . . . your advertising will pay out best in The American Home. *This* magazine is read *only* by people who have homes to run—there's not a paragraph in it to interest anyone else. *This* magazine reaches a higher percentage of families with children between 5 and 18 years of age* than *any* other magazine. Sell these mothers, these family buyers, and you're selling the big money without waste.

** As proved by R. L. Polk-Daniel Starch Surveys, combined.*

The AMERICAN HOME

There's no place like

for advertisers who sell anything *for the home*

Murphy Urges Drive to Promote New York City

New York, July 13.—An advertising campaign designed to emphasize the pre-eminence of New York City as an industrial center was proposed today by Charles E. Murphy, attorney active in advertising circles, in an industrial survey of the metropolis presented to Comptroller Frank J. Taylor.

"We often hear New York City called the 'financial capital of the nation,' others refer to it as the capital of insurance, of news, of shipping, of wearing apparel, of art and science," Mr. Murphy said. "Singularly enough, New York's pre-eminence as an industrial center is seldom emphasized, if indeed, it is realized.

"We of this city have a gigantic industrial investment in ourselves. That investment should be protected, and there is no better way to protect it, or enhance it, than by a sensible, well-directed advertising campaign which will, without bombast or boast, tell the story of New York City industrially, elicit inquiries that may be answered fully and intelligently, and attract those companies that logically belong here."

Points to Other Cities

Mr. Murphy cited a compilation by ADVERTISING AGE showing the promotion expenditures for a long list of municipalities and states throughout the country, and pointed out that advertising is working effectively for these municipalities. The dollar value of what many of these states and cities are selling through advertising is "inconsequential," he added, when compared with what New York has to sell.

"Maine appropriates $100,000 to advertise a $38,000,000 potato crop," Mr. Murphy said. "Why, one section of the Brooklyn waterfront factories produce industrial products each year several times the value of that potato crop. One segment of our clothing center will turn out annually fine clothing worth many times the value of Maine's potatoes. That is not said in derogation of Maine or its potatoes, but as a simple statement of fact to show what New York City has industrially to sell to the world.

"An industrial advertising campaign for New York City would not only bring results from the outside, but by publication in our own media will bring home in realistic fashion to our own citizens the incomparable advantages of New York City as an industrial location. Furthermore, our media reach thousands of important people throughout the country."

Mr. Murphy's recommendations on advertising were part of a broad survey he was commissioned to conduct in behalf of New York City, to determine to what extent and why manufacturing establishments have left the city during the past few years and how the municipality can improve its industrial relations and facilities.

Denny to WNBX

Charles Denny has been transferred by Harry C. Wilder from Station WJTN, Jamestown, N. Y., to Station WNBX, Springfield, Vt. Mr. Denny will be station manager at WNBX. Mr. Wilder, owner of the stations, also has shifted Peter J. Krug from business manager at WNBX to chief announcer at WSYR, Syracuse.

Joins Vlchek

Duke Lidyard, formerly with Station WHK, Cleveland, and the Columbia Broadcasting System, has joined Gordon Vlchek Advertising Agency, Cleveland, in charge of copy.

Start Chicago Agency

Carl J. Vollar, Ernest J. Selstrom and LeRoy Nelson have started an advertising agency at 221 N. LaSalle street, Chicago.

new

Going to Market with one of the 57

Every metropolitan mamma was having her chance to see Heinz Strained Baby Foods advertising in several different magazines. (Total circulation on the list: 36,000,000.)

Meanwhile almost none of those ads—*or magazines!*—was seen even once-per-mother in Small Town America specifically (where there are more babies and fewer things to interfere with exemplary infant care).

That situation led Heinz and the Maxon Agency to add *Household* . . . 1,750,000 in Small Town America specifically . . . least duplication . . . *Most-New-Market-Per-Dollar.*

IS *YOUR* LIST AS GOOD AS YOUR DISTRIBUTION?

THE HOUSEHOLD MAGAZINE *Arthur Capper, Publisher, Topeka, Kansas*

NEW YORK CHICAGO DETROIT SAN FRANCISCO

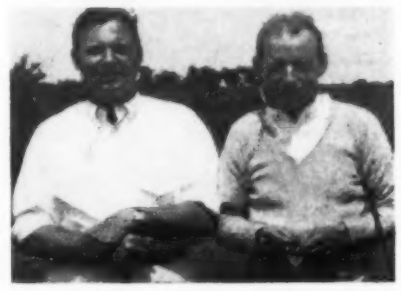
Getting Personal

Mr. and Mrs. **James H. McGraw, Jr.** (McGraw-Hill), attended the opening of the new beach club grill at the Essex and Sussex, Spring Lake, N. J. . . Also at Spring Lake was Mrs. **Robert A. Schmid,** who was Jarrett Wells, daughter of Bamberger's president. She subsequently sailed on the Normandie with her husband, Mutual's sales promotion manager, and her father. . .

James C. Lewis, secretary, E. R. Squibb, has signed for an apartment at 2 Beekman place. . . **J. Philip Pancoast,** of Transcriptions, Inc., left July 10 for Uniontown, Pa., where he was to be married July 17 to Ellen Semans. They'll return to New York later in the month. . .

M. E. Wagner, Studebaker vice-president, sailed for Europe July 9 on the Ile de France. . . Lord & Thomas, Chicago: **Lew Goodkind,** recently resigned as director of publicity and research, is in Mexico. Rumor says he'll return to head a new radio counsel company. **Herb Butterfield,** assistant production director, is vacationing in Providence. . .

DOTTED LINE DRIVES



N. R. Swarthout, Bakers' Helper, caught this candid picture of Erwin T. Eyler (left), F. W. Dodge Corporation, and Judd Payne, ABP executive vice-president, getting ready to line some drives at the recent Chicago Dotted Line Club outing.

Life on the Ocean Wave Corner: **Shaw Newton,** vice-president, Brooke, Smith, French & Dorrance, is back from a month's cruise to Panama and Cuba. . . **E. H. Scott,** Chicago radio manufacturer, en route to England to arrange for manufacture there. . . **Frederic Willis,** assistant to CBS' Paley, back from Europe. . . . **Mrs. Hill Blackett** and her children, Europe-bound. . . And **Erma Proetz,** executive v-p, Gardner agency, on the Normandie for vacation and a look at the Paris exposition. . .

Arizona Al and his chuck-wagon from the *Phoenix Republican and Gazette* entertained Western advertising men July 8 at Palmer Park in Detroit, and July 15 at Lincoln Park in Chicago. **Bob Hall,** n.a.m., was in charge. . .

It's a girl at the home of **Bertram Lebhar, Jr.** He's sales director for Inter-City network. . . **Roland Martini,** vice-president in charge of radio, Gardner agency, is in the North Woods. . .

Parke, Davis & Co.'s president, **Oscar W. Smith,** is on the other side of the big damp. . . Mr. and Mrs. **Walter S. Baker** (chocolate) gave a luncheon at the Casino, White Sulphur Springs, the other day. . .

Ed Ettinger, R & R, arrived in New York by plane to spend six weeks. . . RCA traveler missed last week is **Edwin G. Foreman,** head of the Chicago office, who is vacationing in Europe. . .

David M. Noyes, executive vice-president, Lord & Thomas, Chicago, is off for a European trip. . . The departure of **Phil Henriquez,** Western manager, *St. Louis Post-Dispatch,* on his vacation, emphasizes the generosity of that paper, which insists on all employes taking three, instead of the usual two, weeks with pay.

Jack Platt, advertising manager for Kraft-Phenix Cheese Corporation, Chicago, mixes education with the annual family vacation. This year he took the youngsters up through Quebec where they could absorb some history lessons without effort. . .

A DOGGY POSE

W. H. Relyea, advertising manager of The Foxboro Company, Boston, got in front of the candid camera at the recent Technical Advertising Association outing at Plymouth, Mass., to prove that "man-bites-dog" makes news. He is new publicity manager of the NIAA chapter.

Josephus Daniels, publisher of the *News & Observer,* Raleigh, N. C., and United States ambassador to Mexico, sailed for France July 14 as a member of the delegation appointed to hold dedication ceremonies where American World War dead are buried. . .

Kenneth Mason, p.m., *New York Sun,* is spending his vacation in Bermuda. . . **Ralph McAllister Ingersoll,** g. m., Time, Inc., was in the district court of Pittsfield, Mass., July 10, charged with speeding and operating without a license on his person. He paid a fine of $10, the state police officer saying that it was a case of "Time Marches On" too fast. . .

A committee of 17 New York advertising men has been organized to help raise a fund of $225,000 for maintainance and expansion of the local Boy Scout program. **J. M. Cecil,** Cecil, Warwick & Legler, is chairman; other members are **Wallace Boren,** JWT; **John T. Hawley,** Hawley Advertising Company; **Atherton W. Hobler,** Benton & Bowles; **Frank T. Hopkins,** National Outdoor Advertising Bureau; **William H. Johns,** BBDO; **Joseph Katz,** Joseph Katz Company; **Edward Lasker,** Lord & Thomas; **H. B. LeQuatte,** H. B. LeQuatte, Inc.; **Charles E. Murphy; Horace N. Nahm,** Hooven Letters; **Harford Powel,** Kimball, Hubbard & Powel; **Frank J. Reynolds,** Albert Frank-Guenther Law; **F. J. Ross,** Fuller & Smith & Ross, and **Raymond Rubicam,** Y & R. . .

On his birthday, July 12, **Robert T. "Dad" Stanton** told the story of how he was once offered Ford stock in trade for space in *Century Magazine.* When he tried to sell space to Henry Ford, Mr. Ford told him that money was scarce with the then-new company, but that he would trade stock for space. Mr. Stanton knew the magazine would not sanction such a deal and refused. "I might well," he reminisced, "have paid for the space myself, and taken the stock." . .

Keith Evans, Joseph T. Ryerson & Son a. m., is working his wiles on golf-swimming-bridge enthusiasts as chairman of the Engineering Advertisers Association-Chicago Advertising Managers' Club golf tournament scheduled next Friday, July 23, at the Rolling Green Country Club near Arlington Heights, Ill. . .

Private False Teeth Bath Bid Makes Cleanup

New York, July 14.—In offering free a "new private bath for false teeth," said to be worth 50 cents, Phillips & Benjamin Company, Waterbury, Conn., has found an unusually successful way to tickle the buying palate of a potential 20,000,000 users of false teeth plates and bridges on behalf of Stera-Kleen, Street & Finney, agency in charge, reported today.

In fact, the response to the offer of the premium, which provides a hidden bath for dentures and eliminates the unesthetic sight of false teeth reposing in a water tumbler, has been so great that it has had to be replaced by an announcement, published in the package stuffer, that the bath can still be obtained from the company upon the remittance of a small fee.

Special copy, centering on the Bakelite bath, was placed this spring in newspapers from coast to coast, with copy stressing the superiority in some sections. Advertising for the product continues with some 1,250 newspapers being used, and with copy streesing the superiority of the liquid repository method of cleaning porous dentures, with the aid of Stera-Kleen.

Brown Is Promoted by Covered Wagon

James L. Brown, formerly assistant sales manager of Covered Wagon Company, Mt. Clemens, Mich., has been appointed vice-president in charge of sales, succeeding J. E. Roberts, resigned.

Regional sales managers appointed are Joseph W. Gerspacher, Pacific region; George H. Wright, Midwest; Alex G. Cruikshank, Central Eastern; Frank D. Phillips, Southern, and Ralph B. Nettleton, Atlantic coast.

Wallace New Head of Chrysler Sales

David A. Wallace has been appointed president of the Chrysler Sales division of Chrysler Corporation, Detroit, succeeding J. E. Fields, who was promoted to a new executive post.

The supervision of the sales and advertising departments, formerly handled by Mr. Fields, will be taken over by Joseph M. Frazer, vice-president and director of sales.

Butler Joins Carrier

G. Vincent Butler has been appointed to direct advertising, sales promotion and publicity of the international division of the Carrier Corporation, Newark, N. J. He formerly published *The New Jersey Autoist* which will be continued by Edith C. Malmgreen and Chester L. Herstman.

Comics for Snowcrest

Snowcrest, Inc., Salem, Mass., maker of Snowcrest beverage mixers, has launched a newspaper campaign using comic strips. L. B. Hawes, Advertising Agency, Boston, is in charge of the account.

INTERNATIONAL PRINTING PAPERS

Ticonderoga Book

•

Champlain Book

•

Saratoga Book

•

Saratoga Cover

•

Lexington Offset

Made by
INTERNATIONAL PAPER COMPANY
220 East 42nd Street
NEW YORK, N. Y.
BOSTON CHICAGO CLEVELAND

GLORIFIER OF KRAUT JUICE IS TAKEN BY DEATH

Robert J. Mooney Dies at Home at Steubenville

Steubenville, O., July 12.—Robert J. Mooney, whose hobby, vitality and good health played no small role in his considerable success in the advertising field where he became known as an authority on food copy, died here Saturday at the age of 73.

Mr. Mooney, whose life was far more adventurous than most, and was dotted with friendships with notables, became best known in the advertising field as president of Conover-Mooney Company, which flourished in Chicago from 1919 to 1929. One of his achievements during this period was the staging of a national advertising campaign for the National Kraut Packers' Association, Clyde, O. It was so successful that despite the promotion of many other foods and beverages, both sauer kraut and juice developed into more or less of a staple in the national diet.

Utilizing some of the knowledge of the human body he had gained at Heidelberg University and elsewhere, Mr. Mooney provided virtually all of the material for this campaign for the Conover-Mooney copy staff.

Attended Many Schools

Born in Steubenville, Mr. Mooney's tastes wandered in many directions during his youth, although his love of the outdoors was evident even then in his choice of schools. After graduating from a local high school, he attended Mt. Pleasant Military Academy, Ossining, N. Y., and Duff's Business College, Pittsburgh. Later, he studied at the Gymnasium at Weimar, Germany, and the University of Berlin. He won his M. A. and Ph.D. at Heidelberg.

After returning to the United States, he completed his education by taking a law course at New York Law School. He embarked on newspaper work with the old *New York Tribune* and in 1907 became associate publisher of the old *Chicago Inter-Ocean*. In the role of newspaper publisher, Mr. Mooney became the familiar of celebrities. Among those to whom he was attracted by common interests was Theodore Roosevelt, of trust-busting fame, and a Mooney article in *The Outlook* attracted national attention. It was called, "Boxing and Wrestling with Roosevelt in the White House."

Mr. Mooney's avocation also inspired the only book he ever wrote, "How to be Healthy, Trim and Strong."

Works with Agencies

He was vice-president of the Mahin Advertising Agency from 1914 to 1915; William H. Rankin Advertising Company from 1915 to 1919; vice-president of Collins-Kirk, Chicago, for several years, and was for a year or so a salesman for W. K. Cochrane Advertising Agency, Chicago.

His final connection was as vice-president of Kirtland-Engel Company, Chicago, which he left about a year ago for retirement. During his work with Kirtland-Engel, Mr. Mooney handled a part of the advertising of Cudahy Packing Company.

He was unmarried. A brother, William Mooney, is assistant postmaster in Washington, D. C.

J. P. MULLER, AGENCY PRESIDENT, SUCCUMBS

New York, July 13.—Jacob P. Muller, president of the advertising agency of that name, died yesterday in the New York Hospital following a series of strokes.

Mr. Muller, at the age of 12, started as an office boy for a morning newspaper, earning $3 a week. He was promoted a few years later to a minor executive position in the same office, where theatrical advertising was the principal business. He found there was room for improvement in that business, and launched his agency, recording a business of $250,000 in the first year. From this start, the Muller agency developed steadily, gradually expanding its operations into all fields of advertising.

HOLMES, OF AMERICAN, STRICKEN IN SOUTH

Orlando, Fla., July 13.—William Holmes, 72, for many years business manager of the *Chicago Evening American*, died here today of a heart attack. Mr. Holmes retired in 1933 to devote his attention to his Florida interests.

Born in England, Mr. Holmes was brought to this country as a boy and was educated here. At 29 he became business manager of the *New York Press* and later was appointed general manager, a post he held for 16 years.

After serving the *New York Sun* and *Boston American*, he joined the *Chicago Evening American* in 1915 and was credited with contributing heavily to its steady rise in influence. His wife died only last April.

E. L. HICKEY DEAD

Chicago, July 14.—Funeral services were held here today for Edward L. Hickey, president of Barnes-Crosby Company, photo-engraving, advertising art and commercial photograph organization. Mr. Hickey, who was 59 years old, died in St. Francis Hospital, Evanston, Sunday morning following a heart attack.

A native of Canada, Mr. Hickey spent 35 years with Barnes-Crosby. He was a salesman for 29 years, vice-president and director for two, and in 1933 became president and treasurer.

West-Holliday Named

West-Holliday Co., Inc., newspaper representative, has been appointed to represent the *Daily Times*, Pekin, Ill.

SPEED?

SURE!

PLUS QUALITY THAT CAN'T BE MATCHED!

RAPID

COPY SERVICE CO.

6 BRANCHES: NEW YORK, 415 Lexington, 444 Madison, VAnderbilt 3-3680 CLEVELAND, Ninth — Chester Bldg., MAin 9335 • CHICAGO, 110 So. Dearborn, 228 No. La Salle, 360 No. Michigan Ave., STAte 5977.

SOLID TRAIN OF KANSAS WHEAT, CHICAGO TO ALBANY!

The Kansas wheat crop—138 million bushels plus, according to the United States Department of Agriculture, July 1 report—is rolling to market and the flood tide is hitting the terminals in unprecedented quantities.

And if it were humanly possible to load all of this immense crop into grain cars at the same time, it would take around 100,000 cars. Carrying these figures further, these 100,000 cars would occupy about 800 miles of track were they placed end to end.

It's about 800 miles from Chicago to Albany; that will help you visualize the immensity of the Kansas crop.

No other state is even a close second this year and out of a total of 662 million bushels, winter wheat production for the entire country, Kansas will furnish around 21 per cent.

And in terms of cash, this years crop means about 150 million dollars—the best season since 1929. A point not to be overlooked by advertisers is that this cash will be pouring into Kansas all through July and August and late into the fall in quantities unapproached by any other state.

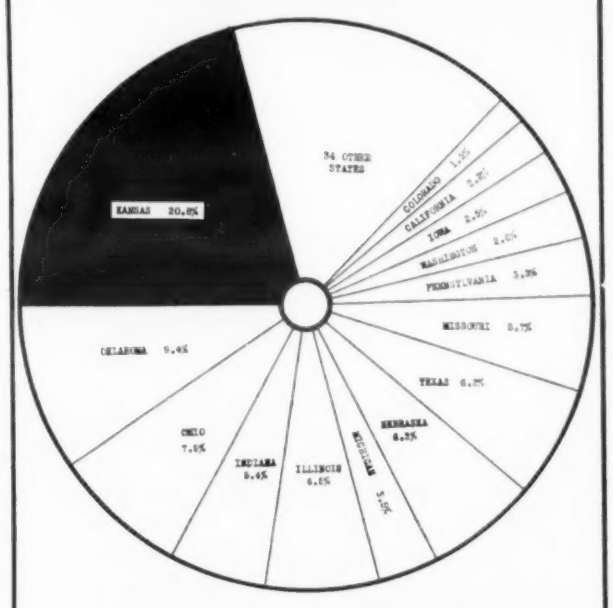
And wheat does not balance the books by any means for 1937. There's livestock, the income from which will equal or even surpass wheat. No account has been taken of the dairy industry whose income will exceed 40 million dollars. Another crop, about which no one talks much in terms of agriculture, is oil. Practically every acre in western Kansas is under lease at rentals that will amount to more than ten million dollars.

But getting back to the wheat harvest. Right now with his worries over and cash in his pocket, the Kansas farmer again is thinking in terms of new buildings, new fences, home modernization, new radios, new trucks, new cars and a higher standard of living in general.

There's another harvest in the offing. This time, it is for those manufacturers who are willing to help their dealers get this potential business.

Likely those same dealers will suggest farm paper advertising as the quickest and most economical method of giving them effective assistance this fall. And we would be more than willing to gamble that KANSAS FARMER with its 115,000 subscribers is their first suggestion as to media to cover the state.

HOW KANSAS LEADS NATION



How Kansas leads all states in winter wheat production is illustrated above in terms of percentage.

WINTER WHEAT PRODUCTION BY STATES

Kansas	138.285.000 bu.
Oklahoma	62.286.000 bu.
Ohio	49.794.000 bu.
Illinois	43.246.000 bu.
Nebraska	42.393.000 bu.
Texas	41.690.000 bu.
Missouri	38.304.000 bu.
Indiana	36.754.000 bu.
Michigan	23.207.000 bu.
Pennsylvania	22.092.000 bu.
Washington	17.420.000 bu.
Iowa	16.960.000 bu.
California	15.162.000 bu.
Colorado	10.325.000 bu.
34 Other States	105.723.000 bu.
TOTAL	663.641.000 bu.

KANSAS FARMER

Published by Arthur Capper, Topeka, Kansas

RETAIL COPY DROPS DURING HOLIDAY WEEK

Chicago, July 16.—With many papers not publishing on July 4 or 5, retail display advertising for the week ended July 10 fell to 7.1 per cent below the comparable week of 1936, according to the ADVERTISING AGE Index of Retail Activity.

Newspapers in the 78 important cities measured by this Index carried a total of 15,292,420 lines for the week, against 16,456,392 lines for the same week of last year. This decrease of 1,173,320 lines is much less than might have been expected after last week's unusual increase of 2,900,000 lines or 18.7 per cent.

Strike Center Hit

Through the first 28 weeks of this year newspapers in the measured cities have carried 551,708,207 lines of retail display against 522,311,005 lines for the comparable period of last year, a gain of 29,397,202 lines or 5.6 per cent.

Individual figures for each city included in the Index appear in the tabulation on this page. Sixty-eight cities show gains for this year over last, and 10 show losses, all of which are minor ones except Youngstown, O., hardest hit of the strike centers. Any study of these tabulations should include consideration of factors contributing to unusual gains or losses, as noted at the bottom of the chart. Following is gain or loss recorded for each week over the same week in 1936:

January 2	— 5.8
January 9	+ 8.5
January 16	+ 4.0
January 23	+ 4.2
January 30	+ 5.8
February 6	+ 8.5
February 13	+ 6.9
February 20	+16.6
February 27	+ 8.3
March 6	+11.5
March 13	+12.0
March 20	+12.9
March 27	+ 7.9
April 3	— 7.3
April 10	+ 0.9
April 17	+11.5
April 24	+ 8.2
May 1	+ 0.6
May 8	+ 8.9
May 15	+ 4.7
May 22	+ 3.9
May 29	+19.2
June 5	— 5.1
June 12	+ 6.0
June 19	— 1.2
June 26	+ 1.2
July 3	+18.7
July 10	— 7.1

TWO BIRTHDAYS YEARLY

Arrow Distilleries, Peoria, Ill., has built special advertising campaigns in newspapers for Clarke's rye and bourbon around its semi-annual "birthday" into a custom, the sixth and latest getting added spot merchandising force from a "no increase in price" angle.

F-C-G Advances Sweet

Melville S. Sweet, Southwestern representative, F-C-G Importers, Inc., New York, imported cigar and liquor distributor, has been advanced to Southern representative with headquarters in Dallas. He was formerly president of Sweet & Phelps, Inc., Chicago agency, and also with the advertising departments of *Chicago Daily Times* and *Pittsburgh Post-Gazette*.

Mailing Service
Multigraphed letters filled-in equal to individually typewritten ones.
ADDRESSING · MIMEOGRAPHING
THE LETTER SHOP, Inc.
440 So. Dearborn St., Wabash 8655
CHICAGO

Index of Retail Activity in 78 Important Markets

Based on total retail advertising volume in all newspapers in each city.

(Copyright, 1937, by Advertising Publications, Inc.)

City	28-Week Period Ended July 13, 1935	28-Week Period Ended July 11, 1936	28-Week Period Ended July 10, 1937	% Gain or Loss 1937 over 1935	% Gain or Loss 1937 over 1936	Week Ended July 11, 1936	Week Ended July 10, 1937	% Gain or Loss
Akron, O.	8,307,260	8,575,523	9,136,973	+9.9	+6.5	284,501	252,882	—11.1
Altoona, Pa.	3,277,750	3,454,052	3,787,588	+15.6	+9.7	119,490	117,733	—1.5
Atlanta, Ga.	7,326,649	7,910,266	8,426,128	+15.0	+6.5	217,000	215,124	—0.9
Baltimore, Md.	11,108,471	11,682,337	12,499,818	+12.5	+7.0	363,704	315,830	—13.2
Birmingham, Ala.	5,460,490	6,199,564	6,839,196	+25.2	+10.3	175,826	177,632	+1.0
Boston, Mass.	10,808,116	10,773,835	10,907,192	+0.9	+1.2	269,270	225,766	—16.2
Bridgeport, Conn.	4,527,412	4,654,016	5,100,212	+12.7	+9.6	176,204	170,688	—3.1
Buffalo, N. Y.	8,925,168	8,781,104	9,940,256	+11.4	+13.2	245,784	229,278	—6.7
Camden, N. J.	2,148,341	2,166,606	2,161,107	+0.6	—0.3	66,653	64,621	—3.1
Cedar Rapids, Ia.	2,539,950	2,676,212	2,820,230	+11.0	+5.4	86,016	83,188	—3.3
Chattanooga, Tenn.	3,961,653	3,668,850	3,453,685	—12.8	—5.9	109,716	87,653	—20.1
Chicago, Ill.	15,018,670	16,230,691	17,126,390	+14.0	+5.5	508,249	442,103	—13.0
Cincinnati, O.	8,779,822	9,087,499	9,582,617	+9.1	+5.4	290,841	315,555	+8.5
Cleveland, O.	9,795,083	10,567,227	11,528,922	+17.7	+9.1	357,934	310,492	—13.0
Columbus, O.	.....	.....	.....	....	....	220,518	230,304	+4.4
Dallas, Tex.	10,061,051	10,924,739	11,478,788	+14.1	+5.1	337,799	314,478	—6.9
Dayton, O.	7,753,536	7,242,666	8,439,330	+8.8	+16.5	243,978	237,902	—2.5
Denver, Colo.	5,453,640	5,491,388	5,511,765	+1.1	+0.4	170,805	153,020	—10.4
Des Moines, Ia.	3,426,461	3,460,102	3,526,552	+2.9	+1.9	103,316	98,802	—4.4
Detroit, Mich.	11,165,694	11,618,632	12,221,927	+9.5	+5.2	342,991	285,559	—16.8
Erie, Pa.	3,783,612	3,813,070	4,874,318	+28.8	+27.8	95,914	139,916	+45.9
Evansville, Ind.	6,430,298	7,056,854	6,728,022	+4.6	—4.7	216,972	202,538	—6.7
Fall River, Mass.	1,751,096	1,872,723	1,941,758	+10.9	+3.7	61,981	55,233	—10.9
Flint, Mich.	4,508,602	4,826,976	4,971,330	+10.3	+3.0	189,336	153,244	—19.1
Fort Wayne, Ind.	5,632,879	6,157,955	6,439,132	+14.3	+4.6	173,894	201,572	+15.9
Gary, Ind.	2,806,388	3,273,601	4,061,025	+44.7	+24.1	124,186	134,406	+8.2
Grand Rapids, Mich.	4,879,528	4,948,566	5,863,392	+19.7	+18.5	139,314	134,162	—3.7
Greenville, S. C.	3,285,758	3,094,537	3,627,994	+10.4	+17.2	100,860	107,912	+7.0
Houston, Tex.	6,965,098	7,694,083	8,751,156	+25.6	+13.7	238,056	248,542	+4.4
Indianapolis, Ind.	8,883,120	9,331,314	10,097,967	+13.7	+8.2	318,969	303,366	—4.9
Jersey City, N. J.	1,206,013	1,347,758	1,319,847	+9.4	—2.1	28,850	32,893	+14.0
Kansas City, Kans.	1,141,588	1,286,320	1,436,568	+25.8	+11.7	57,764	44,058	—23.7
Knoxville, Tenn.	4,726,033	5,209,736	5,423,070	+14.7	+4.1	243,740	158,242	—35.1
Little Rock, Ark.	,061,728	4,975,521	5,137,384	+1.5	+3.3	149,660	158,368	+5.8
Los Angeles, Calif.	.....	12,868,401	13,697,870	....	+6.4	433,086	396,030	—8.6
Lynn, Mass.	5,558,154	5,557,020	5,391,904	—3.0	—2.9	171,318	154,406	—9.9
Manchester, N. H.	1,908,179	1,856,031	1,924,802	+0.9	+3.7	66,154	54,298	—17.9
Memphis, Tenn.	5,974,976	5,945,090	6,470,410	+8.3	+8.8	166,488	179,620	+7.9
Milwaukee, Wis.	7,008,716	7,808,971	9,494,680	+35.5	+21.6	250,641	238,643	—4.8
Minneapolis, Minn.	7,626,517	8,232,238	8,159,130	+6.9	—0.9	212,543	215,072	+1.2
Moline-Rock Island	4,141,566	4,560,634	4,936,907	+19.2	+8.3	144,844	142,142	—1.9
Nashville, Tenn.	4,356,772	4,157,600	4,314,736	—0.9	+3.8	113,008	96,586	—14.5
New Bedford, Mass.	1,692,925	1,798,636	1,848,868	+9.2	+2.8	53,956	77,784	+44.2
New Haven, Conn.	.....	4,930,352	5,178,844	....	+5.0	166,096	141,792	—14.6
New Orleans, La.	9,783,876	10,385,420	10,841,920	+10.8	+4.4	347,294	383,685	+10.5
***New York, N. Y.	30,622,503	34,319,703	36,145,042	+18.0	+5.3	903,478	783,569	—13.3
††Brooklyn, N. Y.	3,838,542	3,722,109	3,771,045	—1.8	+1.3	100,371	79,049	—21.3
Norfolk, Va.	5,044,438	5,158,132	5,164,642	+2.4	+0.1	194,334	165,410	—14.9
Oakland, Calif.	3,907,334	4,055,751	4,175,364	+6.9	+2.9	124,589	115,377	—7.4
Oklahoma City, Okla.	5,550,559	5,985,375	6,435,718	+15.9	+7.5	199,808	203,910	+2.1
Peoria, Ill.	5,927,303	5,916,679	6,381,456	+7.7	+7.9	162,925	154,689	—5.1
Philadelphia, Pa.	15,051,435	15,409,471	16,522,371	+9.8	+7.2	403,854	383,811	—4.9
Phoenix, Ariz.	3,959,781	4,037,194	3,903,788	—1.4	—3.3	133,112	127,106	—4.5
*Pittsburgh, Pa.	12,806,164	12,358,376	13,869,010	+8.3	+12.2	386,330	345,604	—10.6
Portland, Oreg.	5,569,560	6,244,294	6,677,290	+19.9	+6.9	196,028	204,064	+4.1
Providence, R. I.	7,393,647	7,386,420	7,633,055	+3.2	+3.3	205,313	206,712	+0.7
Reading, Pa.	5,312,398	4,964,848	5,814,626	+9.5	+17.1	140,354	149,702	+6.7
Richmond, Va.	6,229,776	6,893,656	7,029,372	+12.8	+1.9	220,766	179,872	—18.5
**Rochester, N. Y.	9,628,039	9,822,317	10,020,925	+4.1	+2.0	275,960	221,217	—19.8
Sacramento, Calif.	4,305,790	4,696,951	4,704,595	+9.3	+0.2	161,291	144,396	—10.5
San Antonio, Tex.	2,991,506	3,520,776	3,605,792	+20.5	+2.4	108,556	113,233	+4.3
San Diego, Calif.	6,846,538	7,349,496	7,781,558	+13.7	+5.9	254,030	226,156	—10.9
San Francisco, Calif.	7,609,786	8,339,907	8,573,280	+12.7	+2.8	260,838	217,345	—16.7
‡Seattle, Wash.	5,199,526	5,433,676	5,531,712	+6.4	+1.8	263,298	191,028	—27.5
South Bend, Ind.	4,485,689	4,694,228	5,186,444	+15.6	+10.5	155,121	139,228	—10.3
Spokane, Wash.	3,478,102	3,859,972	4,190,284	+20.5	+8.6	154,690	138,068	—10.8
St. Louis, Mo.	9,435,000	9,806,365	10,568,600	+12.0	+7.8	264,350	245,165	—7.3
St. Paul, Minn.	6,450,718	7,080,472	6,635,079	+2.9	—6.3	175,433	172,891	—1.5
Syracuse, N. Y.	6,099,184	6,276,766	6,449,627	+5.7	+2.8	207,753	180,439	—13.2
†Tacoma, Wash.	2,722,911	3,291,263	3,536,492	+29.9	+7.5	136,122	109,256	—19.7
Tampa, Fla.	3,479,840	3,226,070	3,409,382	—2.0	+5.7	79,478	80,864	+1.7
Toledo, O.	.....	.....	.....	....	....	214,424	193,078	—9.9
Toronto, Ont., Can.	11,454,346	10,998,647	11,028,438	—3.7	+0.3	303,050	316,142	+4.3
Troy, N. Y.	2,448,656	2,054,626	2,300,746	—6.1	+11.9	54,656	59,794	+9.4
Tulsa, Okla.	4,788,252	5,437,395	5,272,436	+10.1	—3.0	170,744	150,080	—12.1
Washington, D. C.	17,830,652	20,032,861	20,435,092	+14.6	+2.0	560,552	494,920	—11.7
Worcester, Mass.	6,282,498	6,434,011	6,602,840	+5.1	+2.6	187,145	185,007	—1.2
Youngstown, O.	4,804,864	5,348,482	4,930,396	+2.6	—7.8	143,020	131,118	—7.6
Total	480,531,976	522,311,005	551,708,207	+10.9	+5.6	16,456,392	15,292,420	—7.1

*No Pittsburgh papers issued June 23 and June 24, 1937, because of strike.
†Daily Ledger discontinued June 23, 1937.
**Journal and Sunday American discontinued June 30, 1937.
***New York American discontinued June 24, 1937.
††Brooklyn Times-Union discontinued June 8, 1937.
‡Seattle Star suspended July 4 through July 7, 1937, because of strike.

WORCESTER'S

Per Capita Savings of

$964.00

Are Five Times the U. S. Average

In per capita savings Massachusetts tops all other states in the Union with an average of $591.00.

WORCESTER tops the high Massachusetts figure with an average of $964.00—the highest per capita savings of any U. S. city of 150,000 population or more.

Authority—American Bankers Association

———o———

The Worcester Market—one of the richest in the nation—is effectively cultivated through the Telegram-Gazette ALONE.

Population (City and average 18-mile retail trading zone): 433,000. Telegram-Gazette circulation: 114,098 average net paid daily.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block and Associates, *National Representatives*

New York, Chicago, Detroit, Boston, Philadelphia, San Francisco, Los Angeles, Cincinnati

Six Join Publicity Directors Association

The National Association of Accredited Publicity Directors, Inc. has admitted the following new members: Dwight Anderson, publicity director, New York Academy of Medicine; H. W. Maxson, publicity director, B. F. Goodrich Tire and Rubber Company, Akron, Ohio; Glenn Ireton, publicity director, Hotel Commodore, New York; H. S. Hoover, publicity director, General Tire and Rubber Company, Akron, Ohio; Brewster S. Beach, partner, William H. Baldwin & Brewster S. Beach, New York.

Mr. Baldwin has been elected chairman of the membership admissions committee.

Greenlee New Head of Schenley Advertising

Walter R. Greenlee has been appointed vice-president in charge of the newly consolidated advertising and sales promotion departments of Schenley Products Company, New York.

Mr. Greenlee, for years active in sales promotion activities, joined Schenley in 1934.

CALL ATLAS

No matter how difficult the job, ATLAS delivers! Gives you what you want—when you want it! For here at Chicago's Photostat Headquarters are 48 ATLAService men ready to serve you better. Men trained in the way of making GOOD PHOTOSTATS QUICK for advertisers and agencies. Men who do tricks with cameras—like shooting straight lettering to a perfect curve!

ATLAS service GOOD PHOTOSTATS QUICK FRANKLIN 3470

CALL ATLAS FOR PHOTOSTATS

ATLAS PHOTO COPY CO., General Offices, 225 No. Michigan Ave.
4 Chicago Locations • All Phones FRanklin 3470

DAHLBERG URGES MORE STRESS ON 'BASIC BUYING'

(Continued from Page 1)

me to see your slums." He believes that as the slums progress, so progresses the nation. He found the housing conditions in the slums unbelievably good. He also found that this was a condition forced upon the populace by its government. In Germany, for instance, the people have been told what they should have—slumless cities. The nation has forced upon its people model apartment buildings, equipped with central heating plants, central laundries, and even central nurseries.

When it was found that the people, acustomed to slum conditions, didn't take care of those comfortable living quarters after they were provided, an edict was issued that those who failed in this regard would be thrown into jail. After making good the threat in a few instances, the populace of Germany gradually leaned that better conditions meant responsibility—but also meant better health and happiness.

"Whatever else has been done or left undone on the continent," commented Mr. Dahlberg, "they have started with fundamentals emphasizing the necessity of family life, for which a home is the first requisite and better living conditions the ultimate requirement."

And they have done the job so well, in the opinion of the building expert, that the boasted high standards of the United States exist only in the fancy of its inhabitants, at least as far as modern homes are concerned.

"The only way the United States is likely to catch up with Germany, Sweden, Denmark and Holland," he commented, "is to raze buildings on a wholesale scale and start from the ground up."

While Mr. Dahlberg is interested chiefly in the building situation, other phases of foreign efficiency interested him as a traveler who has found his way to every important city on the face of the globe. One, particularly, he found unflattering to American air lines.

"I drove out to the municipal airport in Chicago with my wife this morning," said he. "We found employes shaven or unshaven, according to their respective whims, and in various stages of dress and undress. It was hot, but what of it? If the air lines are sincere in their desire to encourage travel by this method, they could afford to go over and have a look at the way Germany does it."

Mr. Dahlberg found London abuzz with optimism over business prospects in Asia and South Africa, particularly the former. In India, 500,000,000 men and women have learned to "want things" hard enough to work for them.

"Do you know," asked the Celotex president, "that more radios are manufactured in India than in any other country in the world? They aren't the $500 sets so popular in this country, but they get results.

"India also leads the world in production of moving pictures. Here, too, the quality is not such as to threaten Paramount, but the quantity is as astounding as the size of the crowds which attend the movies. These films are of the silent variety, meeting the needs of an audience speaking many dialects.

"It is radio and moving pictures which have created the Asiatic desire to own things and enjoy life. The caste system is gradually being abolished, and here we have the amazing spectacle of a great people at long last casting off the inhibitions of centuries and stretching forth its hand for the cup of life.

Urges Field Studies

"India is a market with tremendous possibilities, and the English are losing no time in capitalizing the situation. Americans, too, can profit from this momentous turn of events, if they will send men to India to study the psychology of the natives and learn how they do business."

One of Mr. Dahlberg's missions abroad was to inspect the Celotex plant being erected in London. This will shortly begin the manufacture of the complete Celotex line from the same raw material used in this country—sugar cane. The London plant will take care of much of the export business hitherto handled from the United States.

Mr. Dahlberg developed the process of converting a waste material into Celotex some 15 years ago. It was originally intended for insulating purposes, and to market the product effectively Mr. Dahlberg also found it necessary to create a new type of distributor—some 50 of them. Myriad new uses have been found for Celotex, and it is demonstrating its efficiency in new as well as old fields—air conditioning, for instance, where proper insulation is essential.

Mr. Dahlberg views advertising with friendly eyes, because it hastened acceptance which otherwise might have been delayed for decades. While building generally is still below the 1929 level, Celotex business is far ahead. He wishes that other manufacturers of building material employed advertising as heavily as Celotex in fostering the old-fashioned virtues, such as the desire of every man and every woman for a home.

BRIDGE BACKGROUND

Listerine's latest halitosis copy sequence enlists the generally popular pastime of bridge, with an engineering angle—the unafflicted couple building an oversize table to gain "A Breathless Evening."

TEA AND COFFEE SELLING WARMED WITH ICED COPY

(Continued from Page 1)

affect all schedules, but adds weight at times when the consumer is wilting.

In tune with the trend, Thomas J. Lipton, Inc., has expanded its 1937 summer drive for iced tea by 30 to 40 per cent over 1936. With only a few scattered exceptions, no hot tea summer advertising has been done by the company for two years. From 250 to 300 newspapers are being used, in addition to farm publications and women's magazines. In about 20 Pacific Coast cities, 24-sheet posters are being used.

G. Washington coffee, which has not been advertised during the summer for the past four years, is continuing its regular radio program through this summer, with emphasis on iced coffee.

Oneida Paper Products Company, New York, reports that a survey of iced tea and coffee promotion revealed a marked increase in intensity, in all media. Specific mention is made of the California Packing Company, Grand Union Tea Company, American Stores Company, Kroger Grocery & Baking Company, Jewel Tea Company, and others. Oneida has acknowledged the trend with a special bag for tie-ups with iced tea promotions.

Salada Tea Company, Boston, which was a pioneer in the field of tuning advertising to the weather, also is a big factor in the vigorous summer iced tea promotion.

A&P Presses in N. Y.

The Great Atlantic & Pacific Tea Company, which has for many years done some promotion of iced tea and coffee, reports that it is continuing, but not noticeably expanding its advertising of these beverages. Tea is being pushed vigorously in the New York area because of loss of volume, but no unusual general move is in progress.

Similarly, General Foods' Maxwell House coffee and tea are not receiving any added promotional pressure, though constant mention of iced coffee is made on the brand's Show Boat program.

On the other hand, Seeman Brothers, Inc., distributor of White Rose tea, is not convinced that enough consumers will take the time to make iced tea to warrant a strong iced tea drive. No particular effort is made to stress the iced drink, although mention is made of it to point out that the tea will retain its flavor even when chilled. Outdoor advertising and newspaper advertising are the chief media.

No effort has been made for the past two years to promote Yuban coffee, made by the Paton Corporation during the summer months. All advertising is discontinued afttr the completion of the spring drive, to the resumed in the fall.

Brewery Directory Out

The 1937 edition of Buyer's Guide and Brewery Directory has been issued by *Brewery Age*, Chicago. The guide lists 400 classifications of equipment and materials used in breweries and their sources of supply. A revised list of all operating breweries in the United States and Canada is included.

Oberfelder Appointed

Effective Aug. 2, T. I. Oberfelder, formerly sales promotion manager, Hearst Radio, will became a member of the sales staff of the New York Broadcasting System, with headquarters at 5 E. 57th street, New York.

And one that our patrons seem to appreciate, judging from their praise for the charm and beauty of the Silver Grill and the other public rooms, and their enthusiasm over the thoughtful conveniences and comforts of the guest rooms. Rates begin at $3.50 single.

LEXINGTON FEATURES

Every room with radio and bath. 3 blocks from Grand Central. Near Radio City and smart shops. Garage in connection. Famous orchestras play nightly in the gay Silver Grill.

HOTEL LEXINGTON

48th STREET at LEXINGTON AVENUE, N. Y.
Charles E. Rochester, Manager
National Hotel Management Company, Inc.
Ralph Hitz, President

As developed by

Bowman, color from black & white

gives you increased color control, cleaner results, without sacrifice of realism.* Users find it can solve many a tough one.

WESLEY BOWMAN STUDIO, INC.

360 NORTH MICHIGAN AVENUE · CHICAGO

* *The trick is in the controlled cooperation we have developed between fine camera work and sympathetic color retouching. Better investigate.*

YANKEES PLAY LEAD ROLES IN WORLD CONGRESS

Paris, France, July 12.—American advertising men fare considerably better than their colleagues in the diplomatic service in their international dealings, it was indicated at the World Advertising Congress which came to a close here Saturday, after a full week's deliberations.

Since the United States spends more money for advertising than any other country in the world, the Americans were looked upon somewhat with awe by delegations from other lands, and many occupied important places on the program, telling in 10-minute speeches just how advertising is conducted on that side of the water. This limit was placed on addresses because of the need for almost instantaneous translation.

The Congress was pleased and flattered when Gilbert T. Hodges, *New York Sun*, arose at the dinner at Versailles the last night to extend the World Advertising Congress a cordial invitation to meet in New York in 1939 during the World's Fair to be held in that city. Mr. Hodges spoke in behalf of the Advertising Federation of America of which he is a director and past president.

Similar invitations were extended by Great Britain for 1938 and by Japan for 1940.

The delegates to the Congress were staggered by the huge sums mentioned casually by Edwin S. Friendly, *New York Sun*, as chairman of the Bureau of Advertising, American Newspaper Publishers Association. Mr. Friendly spoke twice during the convention, on "Newspaper Advertising in America," and on "Retail Advertising in the United States."

He placed the 1936 advertising bill of the United States at $875,000,000 in all media, estimating that 66 per cent of the total went into newspaper copy. He spoke briefly of the work of the Bureau of Advertising, which, he said, is extending its work to a broader and more creative field.

Tells of Desire Stimulus

Speaking before the retail division, Mr. Friendly asserted that retail advertising, properly designed, does more than sell necessities, and creates desires for new and better things. He quoted an American merchant as saying that if stores catered only to actual needs, they would soon pass out of existence.

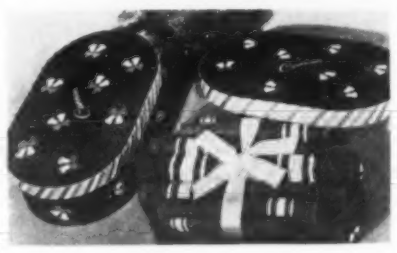
Other Americans on the program included G. Ray Schaeffer, advertising manager, Marshall Field & Co., Chicago, who also spoke twice; Thomas J. Watson, president, International Business Machines Corporation; George Slocum, publisher, *Automotive Daily News*, and president, Advertising Federation of America; Harry Tipper, executive vice-president, National Foreign Trade Association, Thomas Buttikoper, circulation director, Hearst magazines, and L. D. H. Weld, McCann-Erickson research director.

A keynote of universal advertising harmony was sounded at the opening session when Francois De Tessan, French under-secretary for foreign affairs, expressed the hope that the gathering might lay the groundwork for an improvement in teaching of advertising and establishment of an international advertising code.

Included in the Congress program was a symposium on radio advertising conducted by the International Convention of Radio Advertisers, the first time the technical and commercial phases of this medium were analyzed from an international viewpoint. Railway advertising was the subject of a separate session arranged through the London-Midland-Scottish Railway and the Railways of France.

Point of purchase merchandising discussions were sponsored by the International Convention of Window Display Advertising, and production techniques were exhibited and analyzed by a convention of photo engraving experts.

CANNON DEB



Four color copy in magazines and business papers with September issues of magazines will open consumer promotion of this and other new towel ensembles and boxed gift sets by Cannon Mills, Inc.

Gordon Simpson to Join "Life" Aug. 1

Gordon Simpson, Los Angeles manager of Simpson-Reilly, Pacific Coast representative of Advertising Age, will resign Aug. 1 to join *Life*.

Walter L. Reilly will acquire Mr. Simpson's interest in the corporation.

Briarcliff Appoints

Briarcliff Lodge, Briarcliff Manor, N. Y., has appointed John Falkner Arndt & Co., Inc., Philadelphia, to handle its advertising account.

G-E Orders Up 59% for 6 Months

Orders received by General Electric Company, Schenectady, N. Y., during the first six months this year amounted to $217,265,619, an increase of 59 per cent over the $136,968,597 received during the same period last year, Gerard Swope, president, announced.

The record first-half year was in 1929 when orders received totaled $220,716,456.

Recommend Advertising Levy Boost for Miami

Greater Miami's publicity board July 15 recommended the City Commission raise the municipality's advertising tax levy from 1½ to 2 mills, expected to net $238,000 for the ensuing year.

This is in addition to the 2 mill levy of Miami Beach which remains unchanged. Last year it raised $96,000.

MacLean Promotes 3

MacLean Publishing Company, Toronto, has appointed Roy Perry as business manager of *MacLean's Magazine* in addition to his similar duties with *Chatelaine*. E. B. Harshaw, of the New York office, has been named *Chatelaine* advertising manager, and S. M. Huestis takes Mr. Harshaw's post in New York.

Kimball Resigns; To Open Own Office

Chairman of the board of Kimball, Hubbard & Powel, Inc., New York, Abbott Kimball has resigned to open his own office at 250 Park avenue.

Present name of the agency will be continued.

Decatur Papers Resume

The *Review*, Decatur, Ill., resumed publication July 15 after a four-day strike which had forced it and the *Decatur Herald*, morning companion, to suspend.

WJNO Names Weed

Weed & Co. has been appointed national representative of WJNO, West Palm Beach, Fla., CBS outlet.

Footsaver to S & K

Swafford & Koehl, Inc., New York, has been appointed advertising counsel for Footsaver Shoes, New York.

Post Agency Moves

W. L. Post Advertising, New York, has moved to larger quarters at 292 Madison avenue.

Joins Station CJOR

R. Diespecker, formerly manager of Norris-Patterson Ltd., Vancouver, has joined Station CJOR, Vancouver.

Meek to "Furnisher"

J. Leslie Meek has been appointed advertising manager of *Western Home Furnisher*, San Francisco.

Layout Service Starts

Taber & Heath, advertising layout service, has started business at 1210 Chestnut street, Philadelphia. Donald C. Taber has been a free-lance commercial artist, and Stanley W. Heath was formerly with the Oswald Advertising Agency, Inc., Philadelphia.

New "Star" Rates

The *Montreal Daily Star* has announced new rates, effective Aug. 22, ranging from 30 cents a line for casual insertions to 18½ cents for 200,000 lines or more.

Garland to WIND

Charles Garland has joined Station WIND, Gary, Ind., coming from WBBM, Chicago. He will assist Ralph Atlass in the management. Wythe Walker has also moved from WBBM to WIND.

Doelger Drive Starts

Peter Doelger Brewing Company, Harrison, N. J., launched advertising last week in the New York City market. Staples & Staples, Inc., New York, is the agency.

Canadian Farm Papers Report Lineage Gains

Chicago, July 15.—Two Canadian monthly and three weekly farm papers reported to Advertising Age heavy lineage increases over 1936 in recent issues. The monthly papers reported an aggregate gain of 23.69 per cent in July issues, while the weeklies had an increase of 37.09 per cent in June. The comparison for the weeklies, however, is affected by the fact that two printed five issues in June, 1937, compared with four in June, 1936.

In the monthly field, *The Farmer*, Toronto, carried 9,468 lines of commercial advertising in July, 1937, compared with 7,885 lines for the corresponding month of 1936.

The Country Guide and Nor'-West Farmer, Winnipeg, published 13,019 lines of commercial advertising in its July issue, compared with 10,294 lines a year ago.

Gains of Weeklies

Among the weeklies, *Free Press Prairie Farmer*, Winnipeg, carried 38,961 lines in five June issues, a gain of 9,795 lines over the 29,166 carried in four issues of June, 1936.

Family Herald and Weekly Star, Montreal, also published five issues in June, 1937, and only four a year ago. It carried 33,963 lines in its Eastern edition, 26,019 in the Western in June, 1937. The 1936 figures were 22,873 and 16,077.

Western Producer, Saskatoon, carried 13,355 lines in June, 1937, and 13,797 in June, 1936.

Corn Belt Dailies Make Lineage Gain

A gain of 18,262 lines, or 16.53 per cent, is reported for June, 1937, by the Corn Belt Farm Dailies, current lineage being 128,715, compared with 110,453 for June, 1936. A slight decline took place in livestock and poultry display.

Comparative figures for individual papers' commercial display: *Chicago Daily Drovers Journal*, 26,821 against 22,150 a year ago; *Kansas City Drovers Telegram*, 40,971 and 35,986; *Omaha Daily Journal-Stockman*, 36,076 and 29,218; *St. Louis Daily Live Stock Reporter*, 24,847 and 23,099.

New "Time" Card

Time, New York, has issued a new rate card which extends the rates announced on rate card No. 21 up to and including Sept. 5, 1938, issue.

The Advertising Market Place

The rates for this department are as follows:

"Help Wanted," "Positions Wanted," "Representatives Wanted," and "Representatives Available," 30 cents a line, minimum charge $1. Terms: cash with order.

All other classifications (single insertion rates): ¼ in., $2.75; 1 to 3 in., $4.75 per inch. Write for descriptive folder describing discounts for term insertions.

POSITIONS WANTED

CHIEF OF PRINTING AND PUBLICATION SECTION, FEDERAL HOUSING ADMINISTRATION AVAILABLE August 1st, as production manager (agency) or printing buyer for national advertiser. Twenty (20) years in the Graphic Arts in New York City, enables him to effect short cuts and economies equal to his salary. Box 1171, ADVERTISING AGE, N.Y.C.

BUSINESS OPPORTUNITIES

ALMOST FREE . . . A beautiful book that describes an equally beautiful summer resort in Northern Wisconsin for only a three cent stamp. Owned and operated by an active ad man, this resort is already becoming a meeting place of the better minds in the graphic arts. Send your stamp to E. D. LeRoy Associates, Appleton, Wisconsin, and you've bought yourself a peek into "God's Country."

MISCELLANEOUS

EXECUTIVES! PURCHASING AGENTS!
INVESTIGATE PHOTO-OFFSET REPRODUCTIONS for house organs, bulletins, sales literature, pamphlets, broadsides, dealer helps, etc. Expensive cuts and costly typesetting eliminated.
300 copies on best grade bond paper (8½x11") $2.50;
Additional hundreds 25c.
Any size available. Lower prices in quantity. Send for samples.
Laurel Process, 480 Canal St., N. Y. C.

PHOTO POST CARDS
SEND FOR FREE SAMPLES OF OUR NEW PHOTO AD-CARDS. A new and novel idea in selling that brings results. Don't overlook this opportunity for additional profits. Write today.
GRAPHIC ARTS PHOTO SERVICE
3rd & Market Sts., Hamilton, Ohio

THE Busy EXECUTIVE

■ We have in mind the $5,000 executive who spent three days of his own time and that of five printers, getting estimates on the placing of a $200 order . . . The low bidder got the job, but the engravings were delayed, the composition had to be re-set, and two cuts were transposed. The $5,000 man has been "on the carpet" three times explaining matters . . . Plenty of valuable energy wasted over mistakes . . . It is our business to help buyers save TIME, ENERGY and MONEY . . . We know printing, engraving and typography, backward, forward, up and down . . . we do it every day . . . Faithorn service and prices must be reasonable; or we wouldn't be serving so many important accounts. Try us!

Exceptionally well fitted to submit ideas, make layouts, prepare sketches and drawings—through every step of production.

This full page advertisement for Martha Weathered appeared in Harper's Bazaar. It was prepared by Faithorn.

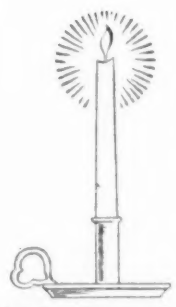
ALWAYS
THE FINEST AT FAITHORN
FINEST ENGRAVING
FINEST TYPOGRAPHY
FINEST PRINTING

You can use one or all—just as you wish, but all are here, ready to serve you . . . Speed, economy and satisfaction assured.

FAITHORN CORPORATION
Telephone Wabash 7820
504 SHERMAN STREET
CHICAGO
DAY AND NIGHT SERVICE

TORONTO MONTREAL WINNIPEG LONDON, Eng. GIBBONS KNOWS CANADA REGINA CALGARY EDMONTON VANCOUVER
J. J. GIBBONS LIMITED · ADVERTISING AGENTS

TO A MIDNIGHT-OIL BURNING Account Executive



T. B. C. You'll be sweating over that new tire company campaign these next few hot Summer months, and commuting to Rye every evening won't be too pleasant.

Check in at The Shelton and enjoy hot weather comforts such as a swimming pool, roof terrace, solarium, gym, restful library and a cool room high above the city. No extra charge for these features. The Shelton is near your office . . . any way you approach it.

Special Weekly Rates . . . Daily from $3

SHELTON HOTEL
LEXINGTON AVENUE AT 49th STREET · NEW YORK

COMMITTEE OF CITIZENS WIRES NEWSPAPER COPY

Johnstown, Pa., July 15.—Following a meeting of the Citizens National Committee here today, the organization authorized Thornley & Jones, New York, to wire full page copy to the 40 newspapers which carried the first invitation to the country to help support the new body, dedicated to the theory that the right to strike also implies the right to work.

The initial blast resulted in contributions of $59,000 by 5,000 individuals. Additional funds will be required it was said, "to keep this protest before the people."

An interesting sidelight is the fact that one of the agency principals, John Price Jones, long active in fund raising, is a native of Johnstown.

Kansas Citians Advertise

This week also saw more large space copy appearing on sponsorship of local citizens' committees in strike affected areas.

First of these was use of full page copy a month ago in Lansing, Mich., by the Law and Order League. A similarly-named group in Kansas City, Mo., this week used full page copy in Kansas City newspapers, outlining a law and order platform and carrying a coupon urging citizens to send in their endorsements.

A committee of five, representing four states and the District of Columbia, was created today by the Citizens National Committee to serve as the temporary executive board of the national committee. Thirteen states were represented today. A five-point program adopted today stated the convictions of the organization that the government's duty is "to guarantee by the impartial enforcement of law the right of every citizen to work or strike as he may choose and to join or refrain from joining any labor organization, as he may desire."

Dereliction Is Charged

The resolution adopted, and also stated in advertising, charged that "certain public officials in high places as well as minor executives of the law throughout the country have failed to use the authority given them as a trust under oath to protect American citizens in their inalienable constitutional rights to work without molestation."

The advertisement also challenged Senator Wagner to pursue his alleged threat to investigate activities of the Citizens National Committee. It emphasized the constitutional guarantee of the right of the people "peaceably to assemble and to petition the government for a redress of grievances" and said that is exactly what it is doing.

A FINE HOTEL
in the
GRAND CENTRAL ZONE
Opposite the Waldorf-Astoria

Single, $4 - - - Double, $6

Featuring two-room suites from $8 daily. Serving Pantries, Electric Refrigeration.

•

Special monthly and yearly rates

•

Excellent Restaurant
and
Duplex Cocktail Lounge
Air-Conditioned
Music during Cocktail and
Dinner Hour

The Beverly
HOTEL
125 EAST 50th ST.
WM. A. BUESCHER, Manager
NEW YORK

Kellogg Adds Theater Party for Jingleers

New York, July 13.—The Kellogg Company, Battle Creek, Mich., sponsor of the "Sisters of the Skillet" broadcasts over the National Broadcasting Company Red network, will begin July 23 to be weekly host at combination radio broadcasts and theater parties. Each week 50 local winners of the jingle contest part of the program will get together for the 7:45 broadcast on Fridays, and then whip over to the theater, with all expenses paid.

Orchids for the ladies, boutonnaires for the men, chauffeured limousines, and backstage receptions after the theater will go with the broadcast and the show. Eddie and Ralph, stars of the radio program, will accompany the prize-winners.

Schedule of plays to be seen includes "Having Wonderful Time," "Brother Rat," "Excursion," and "Babes in Arms."

"Sisters of the Skillet" is broadcast three times weekly. Kenyon & Eckhardt is the agency in charge of the program.

Tennessee Looking For State Slogan

Nashville, Tenn., July 14.—Sam Brewster, conservation commissioner, has offered a prize of $10 for the best advertising slogan for Tennessee. "The contest is open to anyone with an idea," he said, "and the slogan must be short, mention Tennessee, be rhythmic and have balance and coherence."

Former Hearst Employes Plan Rochester Paper

Former members of the Hearst newspapers, which were recently discontinued in Rochester, N. Y., are planning to publish the *Rochester Daily Press*.

Headquarters have been established in the Hotel Powers bldg.

LaSalle Extension Names Elliott Head

Lewis G. Elliott, treasurer of LaSalle Extension University, Chicago, since 1916, and one of the original incorporators, has been elected president, succeeding the late J. G. Chapline.

Schenley Will Enter English, French Markets

New York, July 15.—Expansion of Schenley foreign advertising to encompass the British Isles is imminent and, if successful there, will be extended to France, Theo. C. Wiehe, president, Schenley International Corporation, indicated on his return from a business trip to Alaska, where arangements were completed for a co-operative campaign to be launched in Alaskan newspapers.

Mr. Wiehe reported that countries in which Schenley is already actively promoting its products through placing of advertising by local distributors, calculated to appeal to natives, include Japan, Mexico, Puerto Rico, Hawaii, and a number of South American countries.

Advertising in most of these countries takes the form of educational information regarding the proper use of rye. In Buenos Aires, for example, recipes for making Manhattans and Martinis are featured in the advertising, which is built around the avowed drinking habits of New Yorkers in particular, and Americans in general. Mr. Wiehe expects the use of the same general theme for the British campaign.

The Schenley interests were the first and at present are the most active promoters of foreign markets for American liquor products, according to Mr. Wiehe.

Bolton Changes

Joseph R. Bolton, formerly secretary-manager, Advertising Club of New York and later manager, Empire State Tower, has been appointed to take charge of promotion for *Spur*, *Aero Digest*, *Sportsman Pilot*, and *Plumbing & Heating Trade Journal*, New York.

Food Line to Mc-E

Grocery Products Manufacturing Company and the Foulds Milling Company, New York associated companies, have appointed McCann-Erickson, Inc., New York, to direct advertising. Products include Kitchen Bouquet, Foulds macaroni, spaghetti and noodles, and the Jacob and Kennett brands of canned mushrooms.

Sell to HOTELS
with
THE HOTEL MONTHLY
Member ABC and ABP
Published by JOHN WILLY, Inc. CHICAGO

SALES CLERKS GET INTRODUCED

TO THE FLAX GARDEN

(*LINUM USITATISSIMUM*)

LINEN is a term that is understood by the trade and the public to designate a yarn or fabric made wholly of the fibres of the flax plant (*linum usitatissimum*). Partly through ignorance and partly through design, some manufacturers and merchants have recently used the word linen in the selling of garments containing no flax fibre whatever.

The National Better Business Bureau circulated a special nation-wide bulletin exposing these practices and giving educational information for the benefit of manufacturers, wholesalers, retailers and their sales clerks.

Of course, there were originally a number of specific complaints concerning this linen question, involving not only cotton and rayon, but even silk. These individual cases were followed up and threshed out from the various angles involved, and with great success in establishing equitable practices all round. But the broadest results of the Bureau's activities, in this and other cases, are to be found in the *preventive effect* of the Bureau's bulletins, broadcast through trade and publication channels and through its affiliation with fifty-five local Bureaus from coast to coast.

• • •

The National Better Business Bureau is a non-profit organization, serving business and maintained by business. It serves as a clearing house for complaints against frauds and practices unworthy of American business. Its services are available to all—to non-members as well as members—but its only income is from members' contributions.

In relation to your own business, you may find much of value in an intensive use of the Bureau's consultative facilities *and accumulated experience. Write for special report for executives. There is no obligation.*

NATIONAL BETTER BUSINESS BUREAU, INC.
405 Lexington Avenue, New York City

Please send me a copy of "..."

NAME..... FIRM NAME.....

ADDRESS..... CITY..... STATE.....

Major Networks Show Gain for First 6 Months

New York, July 13.—Figures released today show that all three of the major radio networks registered substantial gains in gross revenues for the first six months of 1937, as compared with the same period in 1936.

Columbia Broadcasting System total gross revenue for the first six months this year reached $14,827,841, of which the June billing amounted to $2,476,576. This is a 32.5 per cent gain in the six months billing over that for the same period last year, and a 64.8 per cent rise in the June revenue over June, 1936.

National Broadcasting Company's six months revenue for the first half of 1937 was $19,948,107, compared with $16,061,092 for the similar period in 1936. This is an increase of 24.2 per cent. The June total for NBC this year was $3,003,387, a 29.3 per cent jump over the $2,323,456 for June, 1936.

A 13.6 per cent increase in billing for the first half of 1937 is shown by Mutual Broadcasting System. Total revenues for the first six months of this year were $1,016,320, compared with $894,357 for the same period in 1936. June revenues declined this year to $99,136, as against $104,510 in June, 1936.

Allen Signs 2-Year Town Hall Contract

Fred Allen has been signed to a two-year contract for the starring role as host of "Town Hall Tonight" starting in the fall.

The show will continue as a full-hour feature on Wednesday evenings over the nation-wide NBC-Red network under the sponsorship of Bristol-Myers Company, in the interests of Sal Hepatica and Ipana. Walter O'Keefe is carrying on for Mr. Allen during the latter's vacation.

Mrs. Wing Changes

Mrs. Janet Fox Wing, formerly with the copy departments of J. Walter Thompson and Young & Rubicam, New York, has joined the copy staff of Kenyon & Eckhardt, Inc., New York.

Thomas Succeeds Blair as Head of Centaur

Harold B. Thomas, vice-president in charge of advertising and general sales manager of the Centaur Company, maker of Fletcher's Castoria and Z. B. T. Baby Powder, has been named head of the company to succeed the late Frank A. Blair.

Mr. Thomas has directed sales and advertising of the company since 1931, and has been allied with the drug business continuously since he joined the Kolynos Company in 1923.

"Wood Products" Appoints

J. McA. Johnson, Brookline, Mass., has been appointed to represent *Wood Products*, Chicago, in the New England states and Gerard Velthaus Associates, New York, in the New York metropolitan area.

G&M FLOATS ISSUE

Gantner & Mattern Company, San Francisco, tuned this novel copy in the Pacific Coast edition of the Wall Street Journal to editorial content. Features of the Wikies swim suit were listed as "floating assets," priced at $3.95 "to yield 100 per cent enjoyment."

$6,000 Poster Competition Closes Oct. 1

New York, July 15.—Outdoor Advertising, Inc., today notified agency art directors of terms of its 1937 outdoor advertising design competition, involving $6,000 and certificates of award. First prize in the contest, which closes Oct. 1, 1937, will be $3,000. Fourteen other awards will be made for basic design embracing idea, layout, color and outdoor advertising value.

The contest is unusual in that all designs entered must have been created for this competition. No designs previously reproduced will be considered.

From entries received, not more than 150 will be selected for final judging and subsequent exhibition.

Personnel of Jury

The jury is made up of Albert Brown, advertising manager, Best Foods, Inc.; Guy Gayler Clark, art director, National Process Company; Dean Cornwell, muralist and illustrator; Price Gilbert, Jr., advertising manager, Coca-Cola Company; Leslie S. Gillette, advertising manager, U. S. Industrial Alcohol Company; Clarence P. Hornung, industrial designer; LeRoy Latham, chairman, Lathan Lithographing Company; Paul E. McElroy, advertising manager, Ethyl Gasoline Corporation; Lee Simonson, industrial designer; Joseph Sinel, industrial designer; Adolph Treidler, poster artist; Paul B. West, president, Association of National Advertisers.

Headquarters of Outdoor Advertising, Inc., are at 60 E. 42nd street.

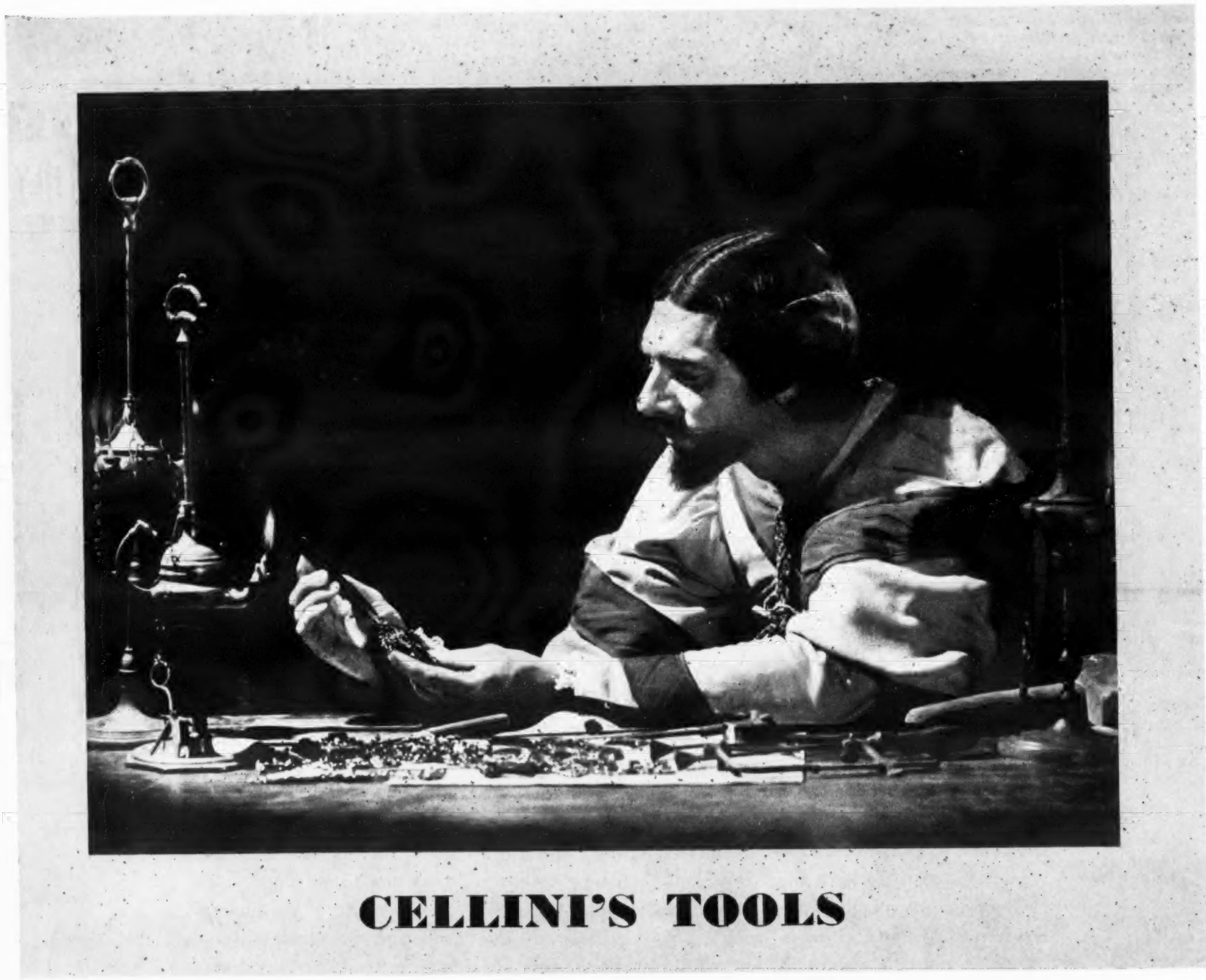
Ohio Would Allow Only 2 Beer Signs

Regulations in a tentative draft of the Ohio State Liquor Control Board would allow window displays of not more than two beer signs and liquor signs of not more than 24 square inches.

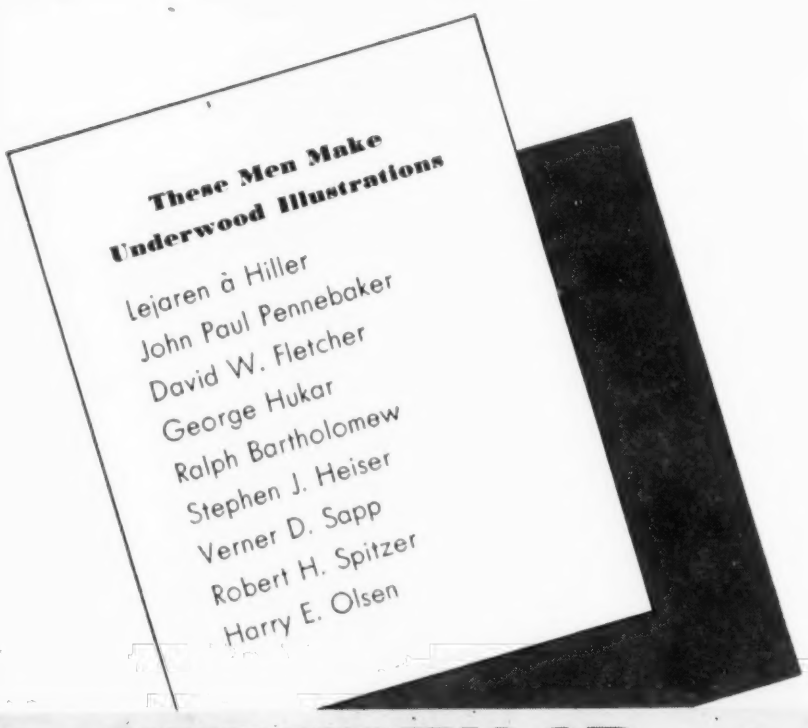
The regulation also would prohibit distillers or brewers from furnishing dealers with decorative matter for windows.

Stoller in New Post

Irving J. Stoller has resigned as advertising and sales promotion manager of Mid-States Gummed Paper Company, Chicago, to join Sherman Paper Products Corporation, Newton Upper Falls, Mass., as New England representative of the Corroflex division, with headquarters in Boston.



CELLINI'S TOOLS



He used the best that Renaissance Italy had to offer. He even made little improvements of his own. The masterpieces he created still startle the world with their provocative beauty and daring. But do you think *all* Cellini had was *tools?*

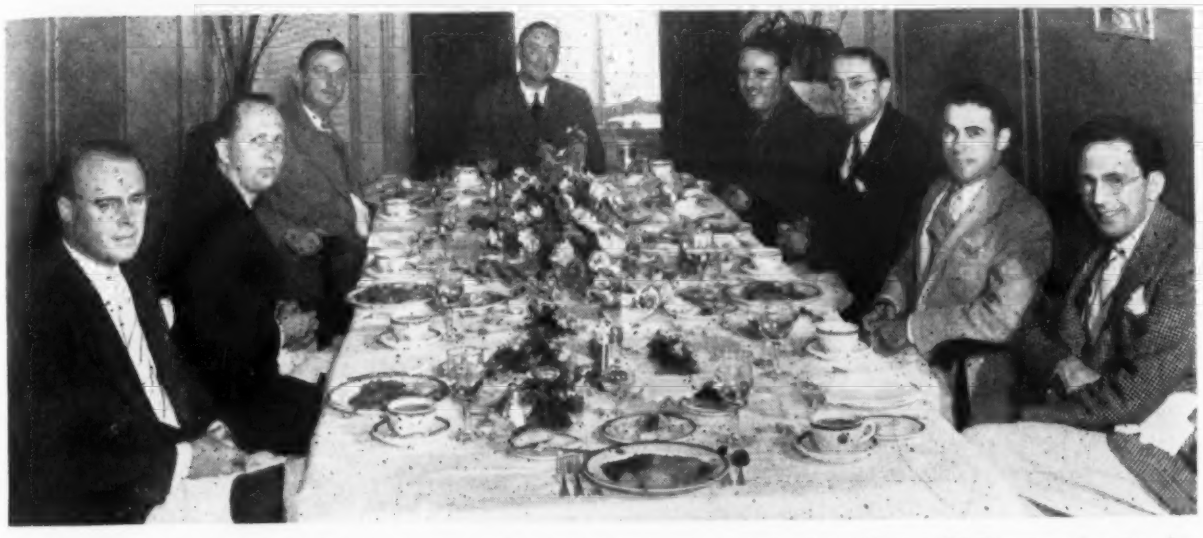
UNDERWOOD and UNDERWOOD

321 EAST 44th ST., NEW YORK 237 EAST ONTARIO ST., CHICAGO 230 EAST ALEXANDRINE, DETROIT
581 BOYLSTON ST., BOSTON HOTEL KEYSTONE, PITTSBURGH

In Baltimore, it's WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

PHOTOGRAPHIC REVIEW OF THE WEEK

PRODIGAL'S WELCOME GIVEN WORLD-GIRDLING ADVERTISER

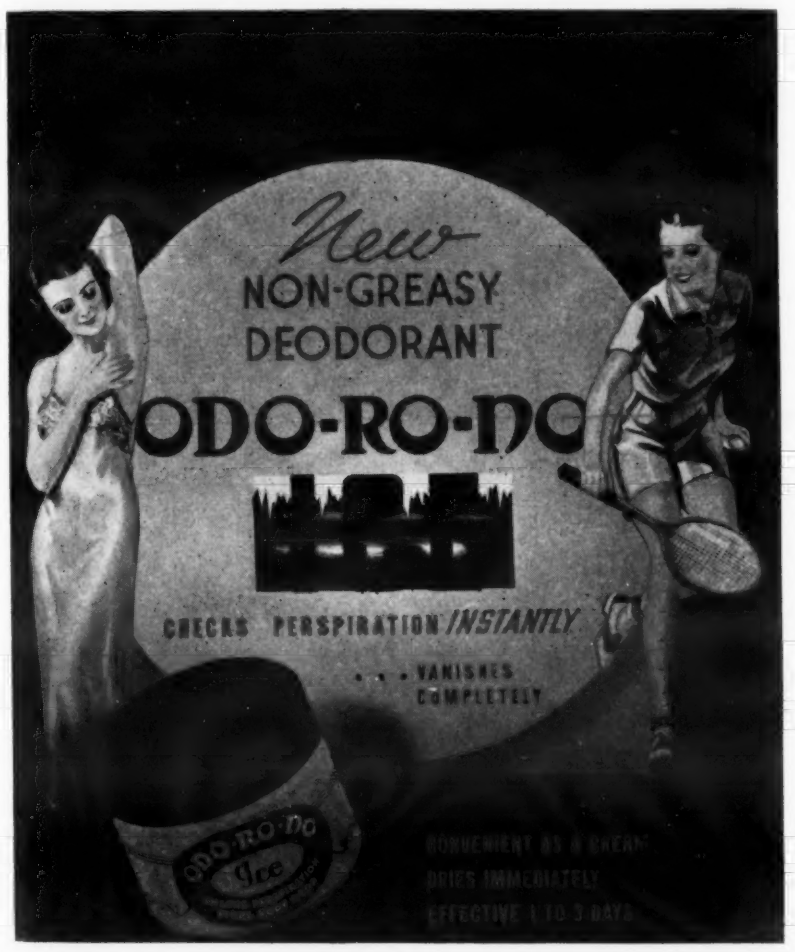


On his return from a five month tour of the world, C. S. Beesemyer, vice-president, Gilmore Oil Company, Los Angeles, was given a surprise luncheon by these Los Angeles advertising men, seated left to right about the table: Herschel Blewett, Los Angeles Herald and Express; John Stingle, Examiner; L. C. Barnard, Hearst International Advertising Service; Mr. Beesemyer; Ken Frogley, Illustrated Daily News; David M. Botsford, Botsford, Constantine & Gardner president; Edward Kellogg, Glendale News-Press, and John H. Weiser, Botsford, Constantine & Gardner vice-president.

AMUSES CUSTOMERS

This novel Harvester cigar counter display both attracts and holds prospective customers who can amuse themselves by playing the spinning dice game while waiting to be served. Einson-Freeman Company, Inc., Long Island City, N. Y., originated the display.

FOIL-BACKED CUT-OUT ADDS REALISM TO DISPLAY



Odo-Ro-No Ice is given novel name emphasis with use of silver-blue foil behind cutout letters of the keyword, Ice, in this new display. Einson-Freeman Company, Long Island City, New York, designed and lithographed the display.

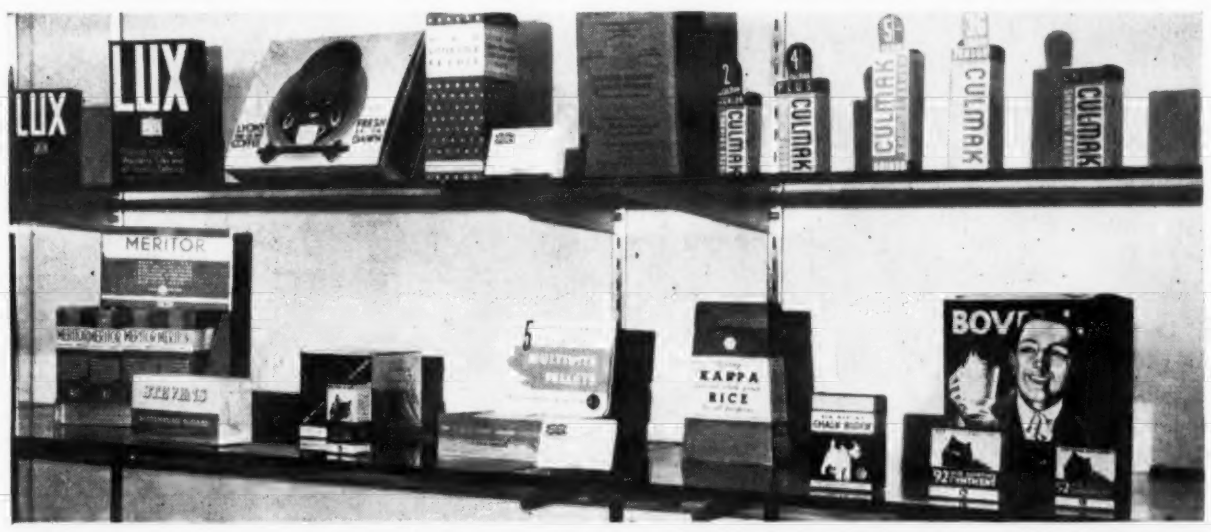
BROADCAST RACES

John J. Gillin, Jr. (left), manager of Station WOW, Omaha, supervises the four-point pickup broadcast of the Ak-Sar-Ben racing meet, sponsored by Falstaff Brewing Company, and gets some additional advice on picking the nags from Jimmie Murphy, of Racing Forum, official handicapper.

CROSLEY DEVELOPS CANOPY FOR COOLREST

Featuring a new material, Pliofilm, Crosley Radio Corporation, Cincinnati, has developed a transparent canopy for its Coolrest, which provides temperature-controlled sleeping quarters.

CONTAINER CORPORATION DISPLAYS BRITISH PACKAGE ACHIEVEMENTS

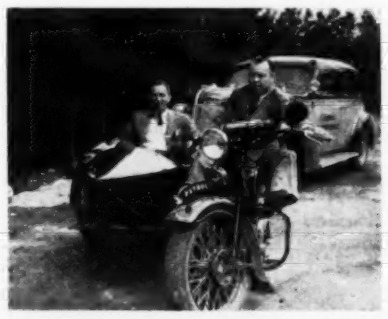


Interesting developments in the English packaging field are displayed in this portion of the International Package Exhibit, being presented by Container Corporation of America in its New York show room.

FOLLOWS FOOTSTEPS OF PUBLISHER FATHER

A new recruit in newspaper ranks is Jane Howard (right), daughter of Roy Howard, who takes on the honeymooning movie stars, Gene Raymond and Jeanette MacDonald, for an interview on behalf of the Honolulu Advertiser.

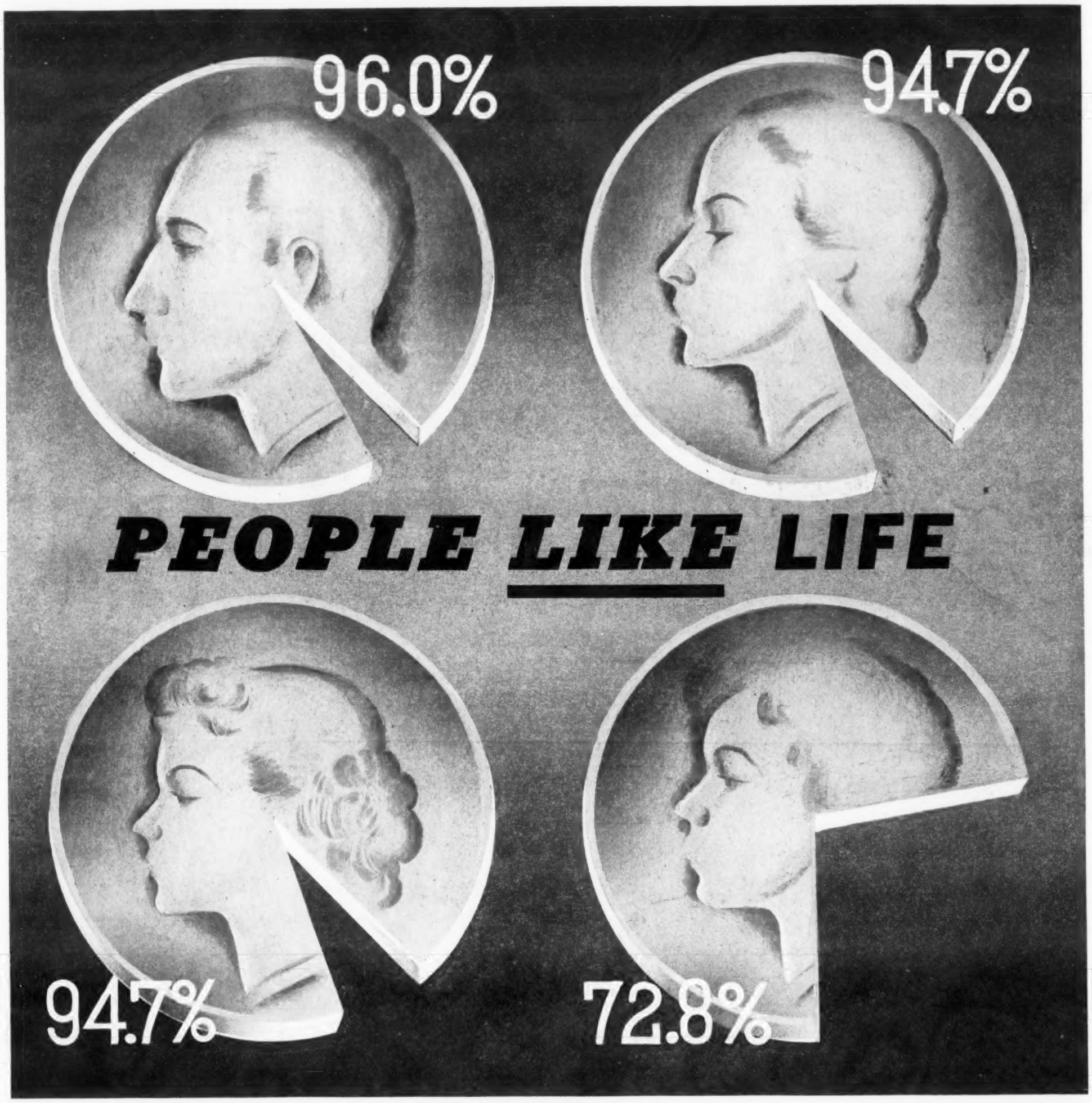
AGENTS HAVE FUN



Making swelterers in the East a little jealous, L. T. Bush (left), Compton Advertising, New York, and George McGivern, Blackett-Sample-Hummert, Inc., got in the good graces of the law while on the trip to the Rockies, sponsored by the Oklahoma Publishing Company and KLZ-KVOR. They borrowed this police motorcycle for "setting."

FANS INTEREST IN DISPLAY WITH FAN

This Westinghouse Electric & Mfg. Company's summer range dealers' window display has a novel attention getter in a fan, concealed back of the imitation window, which blows action into the real curtain on the display.



THE WHOLE FAMILY . . . Kenyon & Eckhardt interviewed 800 homes in White Plains, N. Y. and Stamford, Conn. In subscriber homes and among newsstand buyers it was found that LIFE is read by 96.0% of the men over 18 years of age, 94.7% of the women over 18 years old, 94.7% of the children between 12 and 18, and 72.8% of the children between 6 and 12.